MOTION PICTURE

EXHIBITOR

ANNUAL

THEATRE CATALOG

EDITION

EQUIPMENT ENCYCLOPEDIA and BUYERS GUIDE

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APRIL 4, 1962

IN FOUR SECTIONS
THIS IS SECTION FOUR

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THEATRE CATALOG

EDITION

The Annual ***EQUIPMENT ENCYCLOPEDIA and BUYERS' GUIDE*** *. . . as prepared each year by the skilled Editors of the* ***PHYSICAL THEATRE—EXTRA PROFITS*** *Department.*

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THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

1962

EDITORIAL FOREWORD

The entertainment world, more than most worlds, is subject to cyclical activity. The nation's entertainment preferences are fickle at best. Motion pictures, television, do-it-yourself, bowling—all have their moment in the sun. It was ever thus. Think back to the days of the Charleston, flagpole sitting, and goldfish swallowing. All we can hope for is that the good will in some way survive.

Theatre operation is no exception to this sometimes cruel but ever-present rule. For many years, the motion picture theatre ruled the entertainment scene. The weekly family night at the movies swelled theatre admissions to a staggering 90 million per week. Competition was minimal.

Then the deluge. Suddenly all America was on wheels. The battle for the entertainment dollar grew fierce, and the indoor theatre around the corner lost its glamour and shine. Construction of new houses ground to a virtual halt, and marginal theatres found the economic pressures against survival irresistible.

Some of the slack was taken up by the drive-ins, catering to a nation on wheels. They grew larger, more service-conscious, and eminently respectable. But there were those who forecast the slow demise of the theatre industry and the motion picture medium generally as anything more than a feeder of television.

Cycles have a way of coming full circle, however, and the good has a way of surviving in the long run. There were many men grounded in the exhibition industry who knew that the pleasures of a night at the movies could not be replaced by any other medium. It was more a question of finding the proper surroundings and the right way to present these pleasures to the public.

Sociologists had long been interested in changing neighborhoods and shifting masses of population. Suddenly, the motion picture industry found itself engaged by necessity in similar surveys. The urbanization of our society was accompanied by a growing suburban population, tied to the cities by professional and cultural interests, but fleeing it each evening for the countrified pleasures of suburbia.

Department stores, supermarkets, and other business operations saw the advantage of getting their services to the consumer where he lived. Suburban shopping centers were suddenly a burgeoning new economic and social development.

It was a logical step forward that entertainment and recreational facilities, as necessary in a fast-paced world as food and drink, would make their wares available to the public in the same way. One could tick off the reasons that so many neighborhood theatres were forced to close their doors, apply these disadvantages to the shopping center or suburban operation, and come away with the realization that new motion picture theatres in these areas were a logical step forward.

These centers were easily accessible by automobile (indeed, the automobile was their primary reason for existence). Giant parking areas for daytime shoppers became ideal parking spaces for night-time moviegoers. Theatres took on a comfortable, modern decor in keeping with space-age requirements, and it was seen that modern America enjoyed a trip to the movies as much as their parents.

The success of these operations was coupled with technical advances in motion picture production that lent new excitement to the medium as well, and new theatre construction kept pace with new developments in projection and sound. A new life was pumped into an established entertainment medium, and prophets of doom spoke in hushed voices.

Established theatres as well found a new lease on life as enlightened exhibitors brought them in tune with modern needs. Many ornate film palaces found that fewer seats, softer colors, and new seats and fixtures meant increased action at the boxoffice. Construction was accompanied by renovation and remodeling activity.

The attempt to strike a balance between city and suburb has been filled with hazards and hardships. In a world where nothing is constant but change, and today's realities are obsolete tomorrow, that is only natural. However, exhibitors have proved that the theatre has a place in America's future.

The theatre industry is catching up with today and preparing for tomorrow. The cycle is complete.

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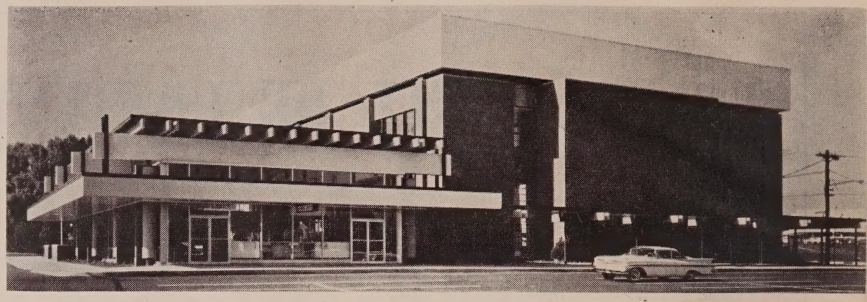
Comprehensive Listing Of Names, Addresses, Personnel, Products, And The Areas Served

CINEMA •

Menlo Park, N.J.



Opened in October of last year the Cinema in Menlo Park N.J., is a distinctive new addition to the General Drive-In Corporation's string of theatres.

Elliot Willensky, head of New York's Architects Design Group, used intriguing forms which attract attention of passing motorists. As a result of the design, the theatre building is an advertisement for itself. It stands out boldly against the background of busy construction activity in this New York suburb.

The reception lounge, also an art gallery, is spaciously enclosed in glass, and roofed in reinforced concrete. Careful consideration throughout the theatre is given to the patron's comfort.

The auditorium, designed in close collaboration with Ben Schlanger, is acoustically treated to be sound absorbent. This is an attempt to permit the reverberations of modern sound tracks to be fully appreciated by the audience. The screen, 26′ x 53′, is reputed to be the largest indoor screen in New Jersey. It is housed in a white-walled environment which reflects the predominant color values of the projected image and extends that image as far as possible toward the audience.

Push-back seating is used. Red upholstery is used on the orchestra level, and a gold-colored fabric in the balcony, where smoking is permitted.

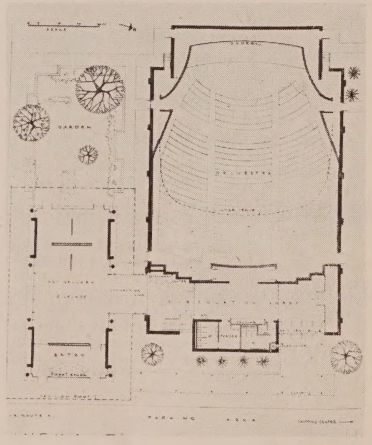
In order to harmonize with the suburban location of the theatre, rich red brick set into black mortar is the predominant exterior material. This is also carried through to the three-story-high circulation lobbies adjacent to the rear of the auditorium. The 35-foot-high brick walls act as foils to the red carpeting, the spiralling stairways, and the milk glass chandeliers.

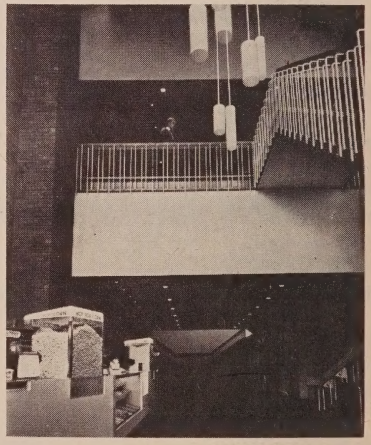
Projection equipment is located in a deep throat, far behind the rear of the loge, making it impossible to see the projection ports and minimizing the distractions caused by the projection beams. A dumb waiter is used for film deliveries.

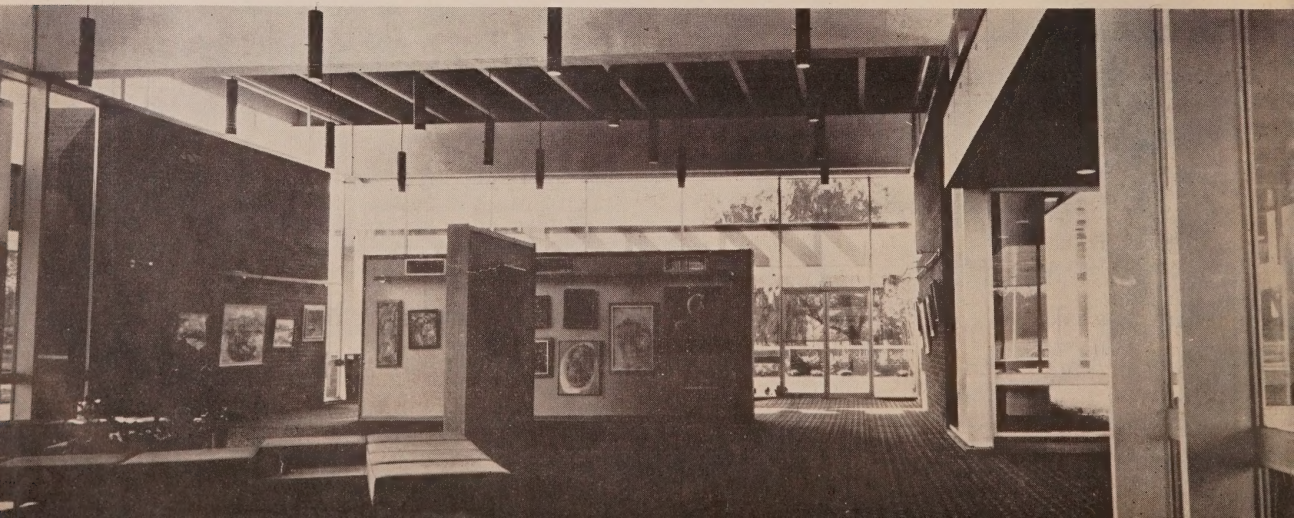
Because of its own attention-getting appearance, the operators of the Cinema have kept the number of signs to a minimum. Two signs, each reading "Cinema," are located so as to face Route 1 and the shopping center. In addition, a free-standing sign, double faced, is located just off the main intersection, providing excellent visibility. This sign carries the theatre's name and a Wagner attraction panel illuminated from a catwalk.

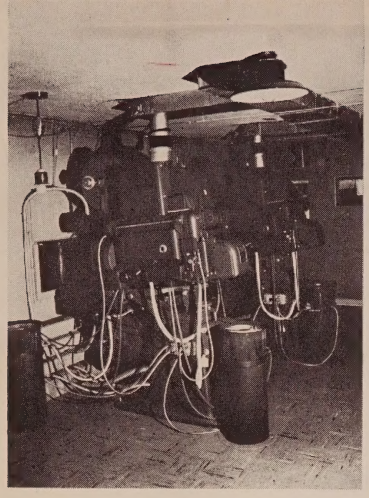
REFERENCE DATA

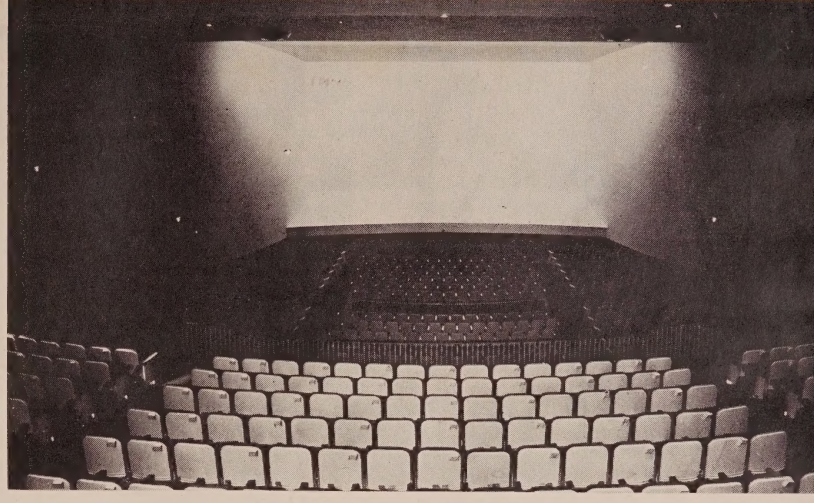
OWNER: Menlo Park Shopping Center Inc.
OPERATOR: General Drive-In Corp.
ARCHITECT: Elliot Willensky
COST: $750,000
SEATING CAPACITY: 1600
Air Conditioning: Worthington compressors, Minneapolis-Honeywell temperature control
Carpets: Whittal Div. Roxbury Carpet Co.
Chairs: Griggs
Glazing and Metal Work: Kaabe
Lighting Fixtures: Habitat, Century by Mass. Gas & Elec. Light Co., Boston
Projection Machines: Century
Rectifiers: Ashcraft
Sign & Marquee: Monroe Sign Corp.; Wagner attraction panel
Speakers: RCA
Sound: RCA
Supply Dealer: Capitol Motion Picture Supply Co.

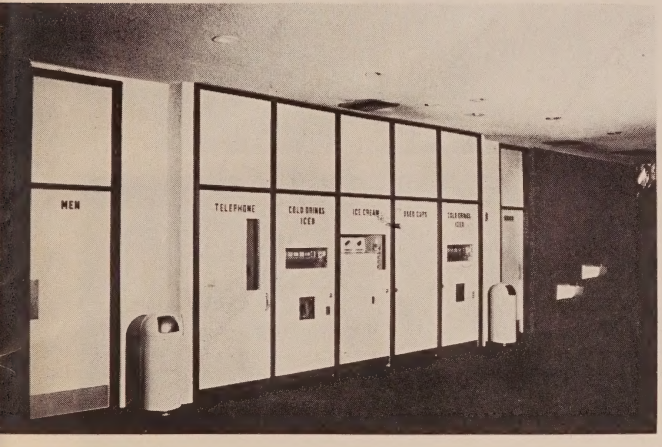








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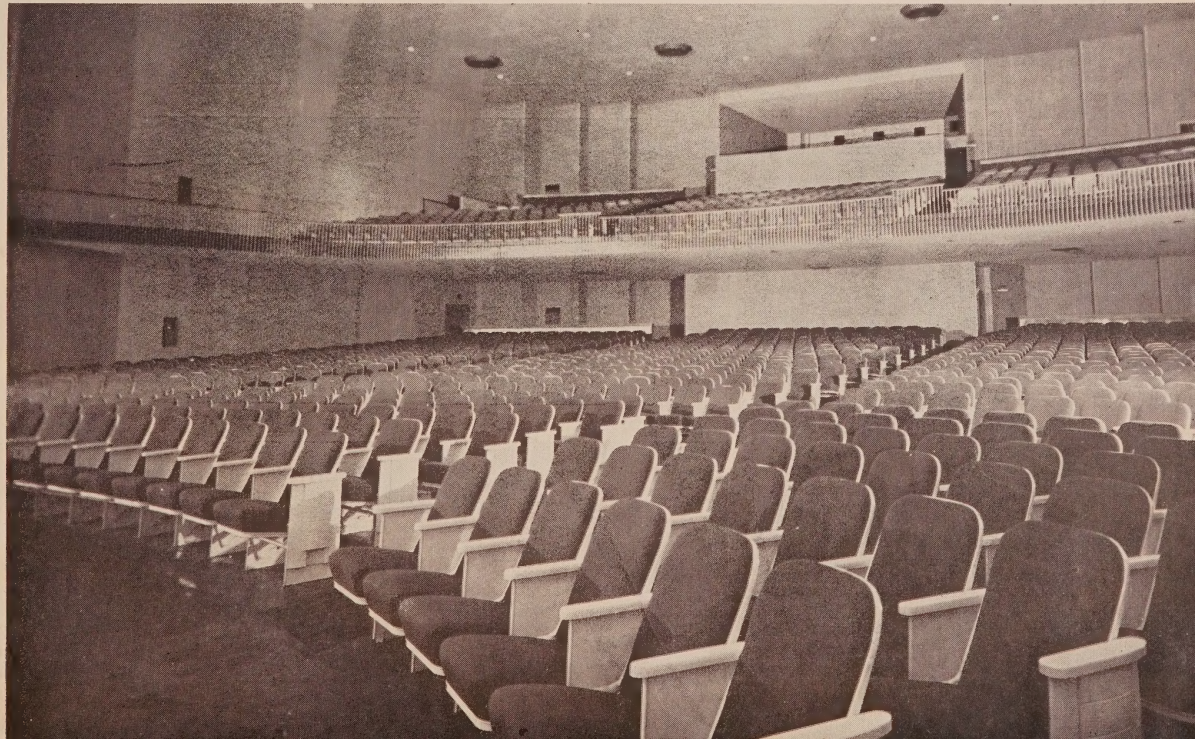


Interior Design Can Be Attractive To Patrons

With television, especially Saturday night tv movies, making it increasingly easy for potential motion picture patrons to stay at home—relaxing in the comfort of their favorite easy chair—the motion picture exhibitor is challenged to make his house as comfortable in design and furnishings as his patrons' homes.

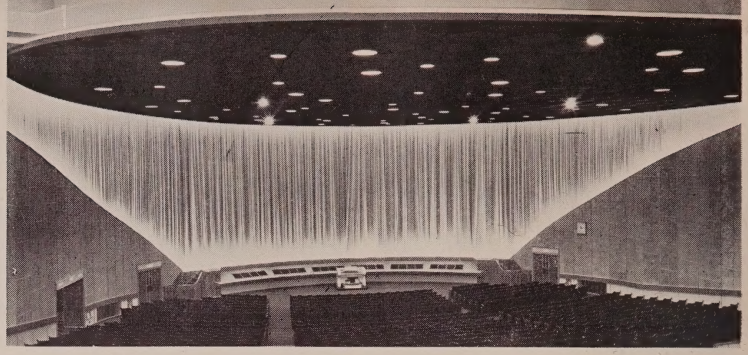
The sting of the challenging slap seems to have worn away, and the exhibitors have regained their composure. With praise coming from their patrons and their peers, an increasing number of exhibitors have transformed their motion picture houses into motion picture homes.

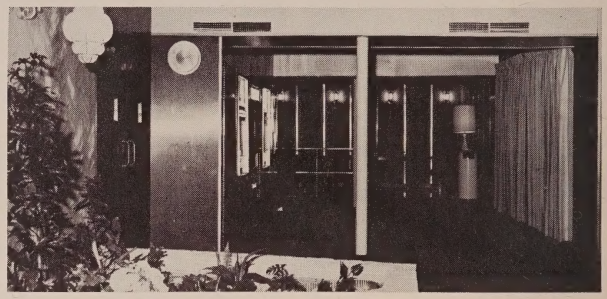
The devices used may be different, as it is agreed they should be; the styles chosen are sometimes said to be "conservative," sometimes "radical"; but the sought after goal is always the same: to make the theatre as comfortable as possible.

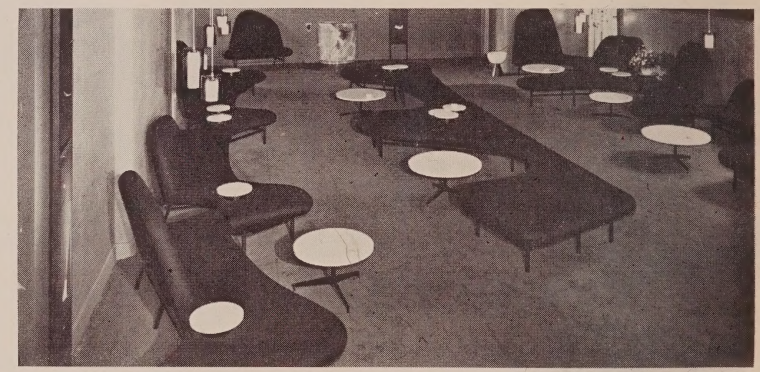
Depending on the type of persons who attend a particular theatre, most design styles are said to be acceptable. The exhibitor, in consultation with the designer, can best describe his patrons. Thus, together they can decide upon the decor most appropriate for their situation.

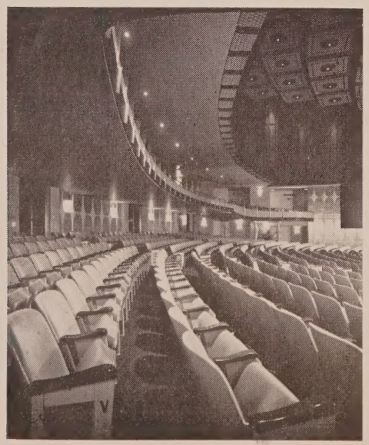
The generally important thing is not whether the occasion calls for undulating lounge furniture, palm trees, flowers, wicker chairs, art galleries, or regal awnings; but that the exhibitor has obviously turned full-face to the challenge of the tv movie, and is determined to not only meet it, but to beat it.

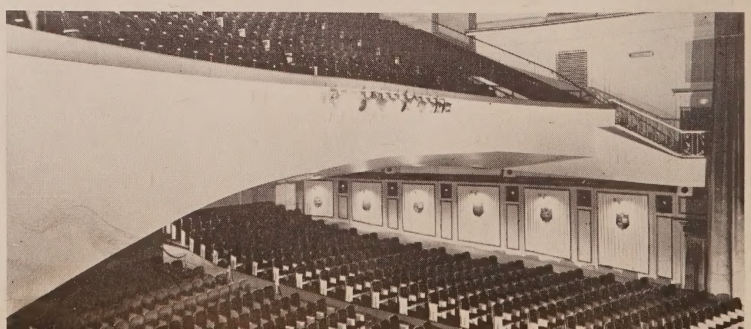
On these pages are some photographs which are representative of the comfortable interior decorations appearing throughout the country in the motion picture theatre. No two are alike; but they are all appropriate. With interiors such as these, complementing the exterior, and the films not able to be shown on the small screen, the exhibitor shows that he is determined to give his patrons "all the comforts of home."

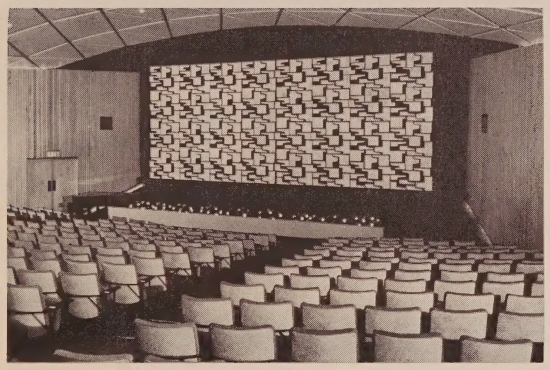










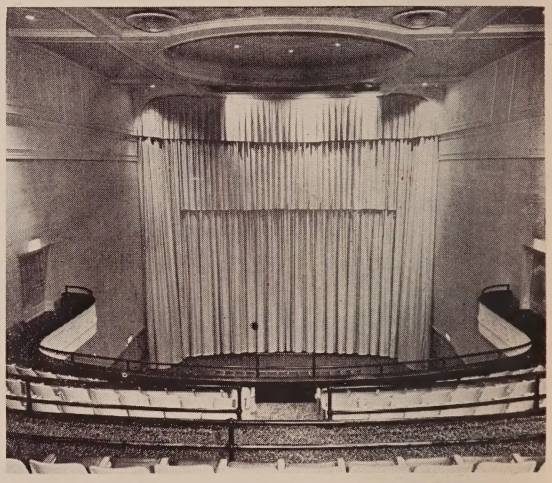


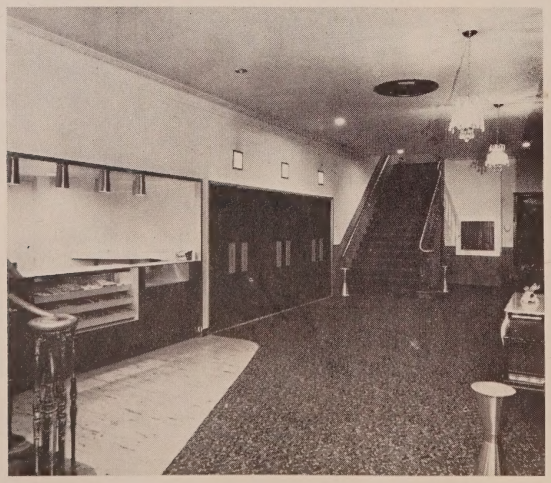
FOREST HILLS •

Forest Hills, N.Y.

REFERENCE DATA

OWNER: Skouras Theatres Corp.
ARCHITECT: John J. McNamara
COST: $175,000
SEATING CAPACITY: 782
Acoustical Material: Chevron Fibreglass Material
Carpets: Hardwick Magee
Changeovers: (Picture) Thied Mfg. Corp.; (Sound) Ampex
Coinchanger: Consolidated Ticket
Curtain Controls & Tracks: Novelty Scenic Studios, Inc.
Decorator: Wegier Decorating Co.
Draperies & Stage Curtains: Novelty Scenic Studios, Inc.
Generators: Westinghouse
Lenses: Bausch & Lomb
Lighting Fixtures: Century Lighting, Inc.
Projection Lamps: Peerless Magnaroc
Projection Machines: Simplex Type XL
Screen: Technikote Pearlescent
Sign & Marquee: Long Island Neon Light Co., Inc.
Sign Letters: L. I. Neon Light Co., Inc. Attraction signs by Adler Silhouette Letter Co.
Sound: Ampex
Ticket Issuing Machine: Consolidated Ticket Machine
Vending Machines: ABA Soda machine
Wall Fabrics: Fibreglass by Thortel





GREEN ACRES •

Long Island, New York

Century Theatre's Green Acres, located in the Green Acres Shopping Center, Valley Stream, Long Island, is a stadium type house with a seating capacity of 1683.

The new addition to Century's chain opened in September and features an unusually long (153 ft.) marquee running the entire width of the theatre front.

The Green Acres is equipped with specially designed carpeting used exclusively in Century's theatres. Griggs push-back chairs were used in the inclined auditorium and balcony section.

The booth is equipped with three Simplex-XL projectors, Ashcraft Super Cinex Lamps, and Ashcraft rectifiers. Four channel Simplex sound equipment was installed.

The supply dealer for the Green Acres was National Theatre Supply Company.

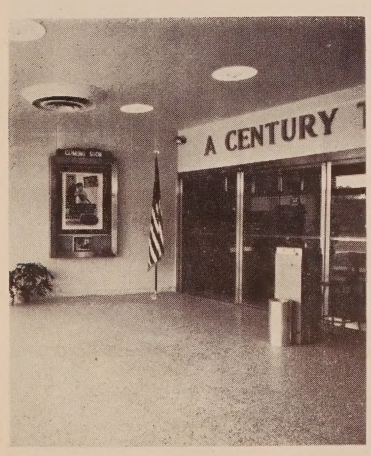
With new theatre construction on the upsurge, the Century Theatre's Green Acres offers additional testimony to the soundness of the current practice of selecting shopping center sites. With access to the Green Acres Shopping Center parking lot, the house draws patrons from approximately the same trade area as the Center.

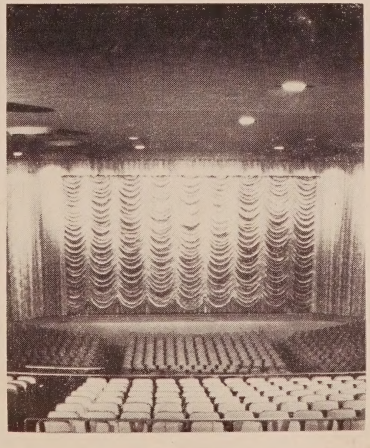
The suburban house is completely air-conditioned, with a multi-purpose central unit that provides heat as well as air-conditioning in summer months.

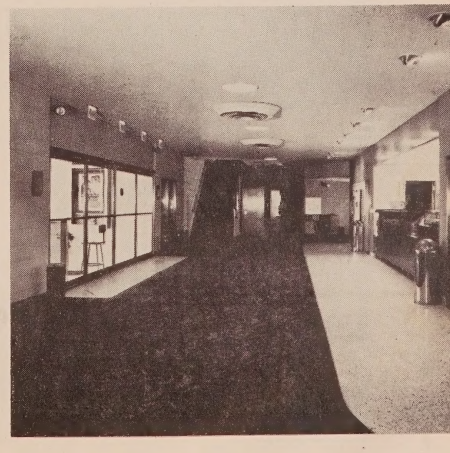
The novel marquee can accommodate a double billing, as well as other announcements due to its unusual length.

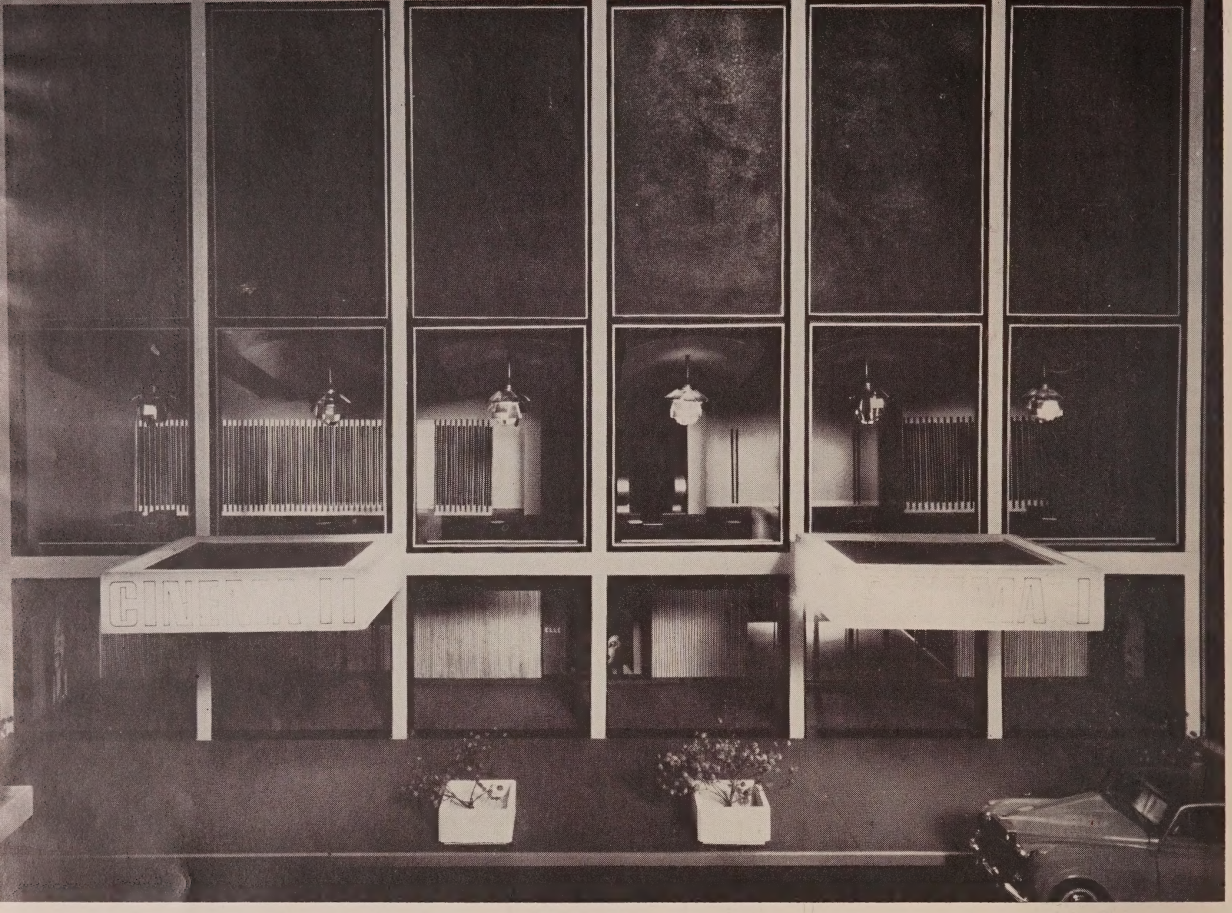
REFERENCE DATA

OWNER: Century Theatres
SEATING CAPACITY: 1683
Air Conditioning: Built-in heat-refrigeration type.
Carpets: Archibald Holmes
Chairs: Griggs Push-Back
Lighting: Lightcraft
Projectors: Simplex-XL
Lamps: C. S. Ashcraft Super Cinex
Rectifiers: C. S. Ashcraft
Sign & Marquee: Adler Silhouette Letter Co.
Sound: Simplex Four Channel
Supply Dealer: National Theatre Supply









CINEMA I—CINEMA II •

New York City

A number of new concepts in motion picture houses will be incorporated in Rugoff Theatres' Cinema I-Cinema II, now in construction on Third Ave. at 60th St., in New York City, and due to open early in June.

Cinema I will have 750 seats, Cinema II 300; the former on the ground floor, the latter one flight down. At times, they will play the same attraction (with staggered starting-times, so there will be twice as many chances for patrons to see the film from the beginning), while on other occasions different films will be booked into each of the two houses. The joint capacity of 1,050 seats, and the separate capacities of 750 and 300, will allow the combination to accommodate all types of fare, from mass-entertainment Hollywood productions to the most esoteric kind of art films or imports.

The entrances of Cinema I-Cinema II will be under a protective arcade on Third Avenue (see photo of architects model). The doors will lead to separate ticket desks (in place of standard box offices), lounges and audience areas.

The lounges and lobby areas will incorporate another new concept. A permanent, but periodically changing exhibit of contemporary American art will adorn the walls of part of the waiting space. Elsewhere, hi-fi equipment will be available for the playing of the latest stereophonic recordings. Still another section will house a book display.

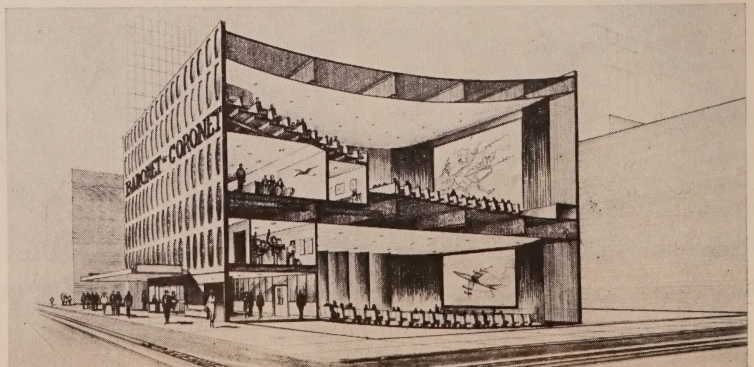
The building was designed by Abraham Geller, noted architect who was one of the finalists in the F. D. R. Memorial competition. The theatre design is by Ben Schlanger, one of the architects of Lincoln Center and the country's foremost designer of motion picture theatres. Since Lincoln Center will not include any movie house, the new center on the East Side will act as a crosstown complement to it.

Cinema I-Cinema II themselves will also include many new features. A 40-inch space between rows will give unprecedented comfort to patrons. Continental design, with aisles running down the sides only, will give perfect sight lines to all seats and minimum awareness of people entering or leaving.

Special lighting arrangements have also been devised by Schlanger with his lighting experts. All lights will be tied in with the projection booth, so that, when the film goes on, all extraneous lights will dim simultaneously, leaving minimum diversion. Patrons'

REFERENCE DATA

Air Conditioning: Armo Cooling & Ventilating Co.
Carpets: Alexander Smith
Chairs: Heywood-Wakefield Co.
Lighting Fixtures: Denmark Imports
Marquees: Artkraft-Strauss Sign Corp.
Mosiac Tiles: Foscato Co., Venice
Plumbing: Church Plumbing Co.
Projection Equipment: National Theatre Supply Co.
Screen: Technikote Corp.
Supply Dealer: National Theatre Supply Co.
Builder: Turtle Bay Theatre Corp.



Modern Trends In Theatre Design

Designer Of Detroits' Fisher Theatre Envisions Transformations Of Old Houses

By Mason G. Rapp
President
Rapp and Rapp, Architects

Editors Note: the recently completed $4 million reconstruction of the Fisher Theatre, Detroit, was undertaken by the Chicago architectural firm of Rapp and Rapp. Many other world renowned movie palaces, including the Chicago, Uptown, and Granada theatres in Chicago's Loop and North side have come from the drawing boards of this firm. Mason G. Rapp, head of this long-established firm of architects, delivered a significant talk entitled "Modern Trends in Theatre Design" before a luncheon meeting of the Theatre Equipment Dealers and Manufacturers soon after the completion of the elegant theatre. We have set forth many of Mr. Rapps remarks to TEDA members here for their value to the rest of the industry.

■ In the development of the theatre from ancient times the basic audience requirements have not really changed. The audience must be able to see and to hear in comparative comfort. I do question the 'comparative comfort' of the uncushioned stone steps of the Greek theatre, but can say that modern theatre seating has improved on this feature However, they did accomplish the ability to see well by the use of a steep pitch amphitheatre plan, and the ability to hear well in an intimate atmosphere created by small capacity—average 300 people—also noticeable were certain primitive efforts to reinforce voice to the audience by simple reflection of shound wages.

The 19th century music halls in Europe were more acoustically successful in that they were enclosed and contained more seating, but most had flat floors so that seeing was quite restricted.

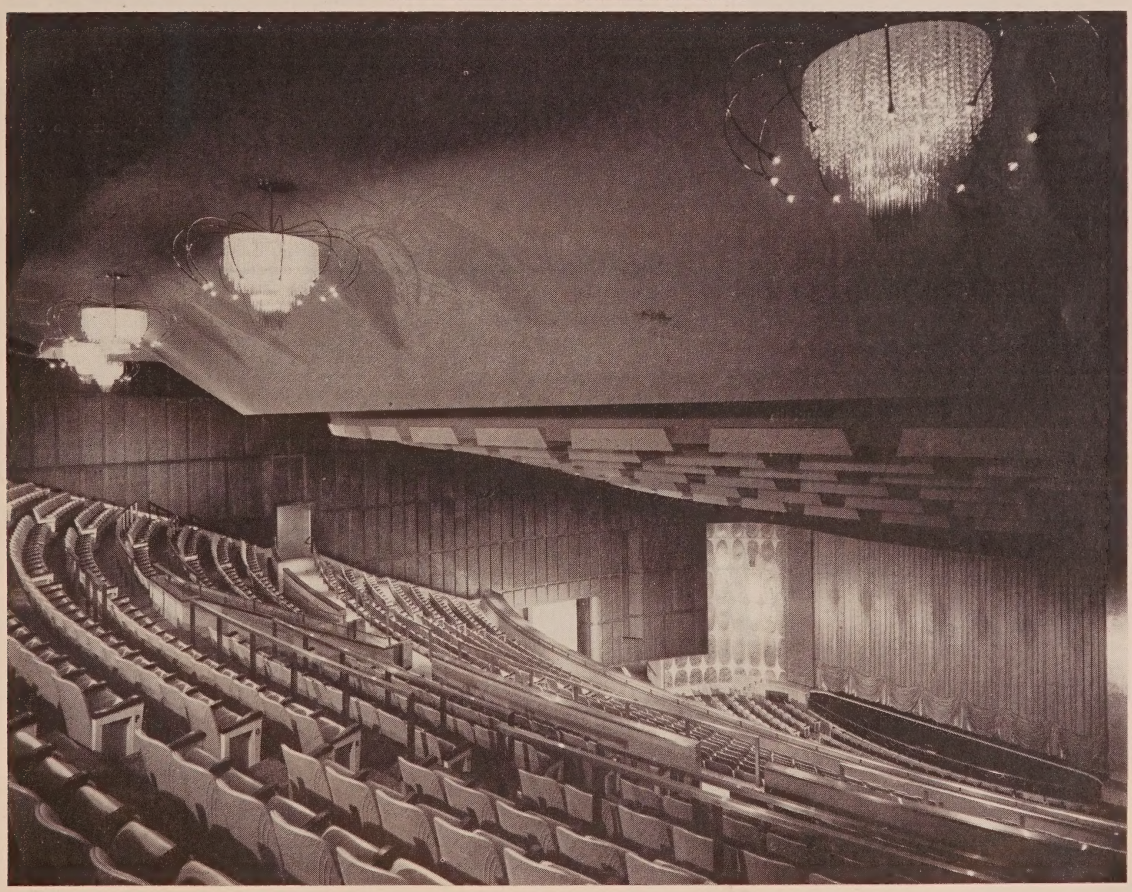
More recently we have watched the development of the small legitimate house, the small silent movie theatre, the somewhat larger vaudeville houses, the large opera houses, and advanced from the first blasts of the talking picture to the highly scientific sound film systems of the present day.

Obviously through this kind of development most of these existing theatres are not housing the type of production for which they were designed.

I believe it logically follows that the future trend of theatre design is in the direction of either transforming existing auditoriums or designing new ones for **one specific long term purpose,** and to include, if economically necessary, the built-in physical ability to adapt to another usage.

I would roughly break these usages into three very general types. (1) the small intimate theatre for legitimate productions, (2) the exhibition of musical comedies and opera, and (3) the exhibition of the full symphony orchestra.

To the previously mentioned types of theatres, the medium of exhibiting motion pictures should be common to all. In the Fisher



a vertically flown 50 ft. wide screen is permanently stored overhead in front of the proscenium arch and drops down when needed—thus allowing hard ticket showings of spectacular presentations during the summer months. Projection and sound equipment was provided for 35 mm wide screen, 35 mm Cinemascope and 70 mm pictures.

I feel that each of the basic types deserve separate design solutions and that it is not practically possible to design a theatre to house all of these usages successfully.

In Detroit the Fisher Brothers listened to these facts and agreed to design of a new theatre to house the showing of legitimate productions that primarily would not require actor voice reinforcement, but with the ability to reinforce if required by certain productions. Secondarily, if practical, the ability to add seating for the not so acoustically critical musical comedy productions.

Basically this meant the creation of a complete new theatre within the confines of the old eight story high theatre built in 1926 as a part of the Fisher Building. Our design analysis is as follows:

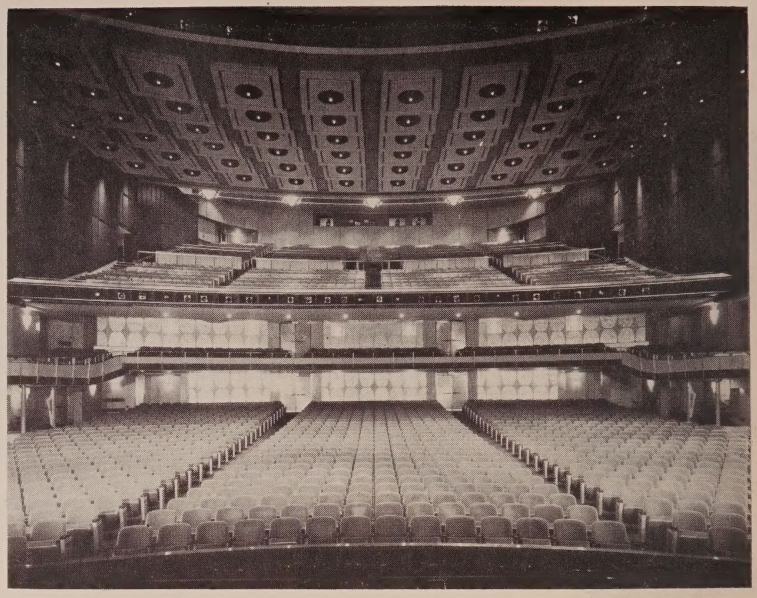
(1) That the practical maximum number of seats for dramatic shows be no more than 1,600 and not less than 1,500 thus establishing the economics to operate successfully. Patrons to be as near the production as would be possible.
(2) That all seats have excellent sight lines.
(3) That the most versatile stage equipment be provided to fit any kind of production, and the best in voice sound reinforcement and sound effects be engineered to accommodate all types of production.
(4) That spacious lobby areas be created far beyond that of any existing legitimate theatre.
(5) That the decor be warm, formal and create a restful atmosphere as the background for exhibition of legitimate stage productions.
(6) That adequate parking facilities be provided adjacent to the theatre.
(7) That personal comfort facilities involving air conditioning, lounges and seating be provided.

Although somewhat hampered by certain existing structural conditions, we were able to develop an ingenious "sight line" section by designing a new steep pitch auditorium floor, together with a complete new horse shoe mezzanine circle. The existing balcony was changed to bring seats closer to the new stage. This placed all seats in the orchestra and mezzanine within 82 feet of the curtain line, and the last row of the front balcony within 92 feet of the curtain line when used for legitimate showings.

The theatre has 1,222 seats on the orchestra and mezzanine levels, 384 seats on the lower balcony, and to accomplish additional seating for musical comedies an additional 475 seats can be added to the balcony when required for musical comedies. This phenomenon is accomplished through the use of a vertical lift, completely motor operated open type grillage screen wall which disappears into the ceiling when the larger capacity is required.

In the installation of sound systems, stage rigging and lighting, dressing rooms, seating, etc., the main requirement was the ability to be most versatile in adapting to every known type of musical comedy and legitimate production.

One feature of versatility is an adjustable proscenium opening by the use of permanent sliding side stage panels allowing an adjustment of 40 ft. to 54 ft., so important to the dramatic theatre.



Developed in the plan were lobby and circulating areas of 17,000 sq. ft. which creates an unique ratio to total as compared to 8,100 sq. ft. in the orchestra seating area. This accomplishes a "between the acts" spaciousness surpassing the largest of continental music halls and certainly greater than any legitimate theatre in the world, which urged Time Magazine to say "The new theatre cost $3,500,000, has a lobby big enough for tennis matches."

To make the Fisher picture complete, parking facilities were increased adjacent to the Theatre to allow one car for every three patrons.

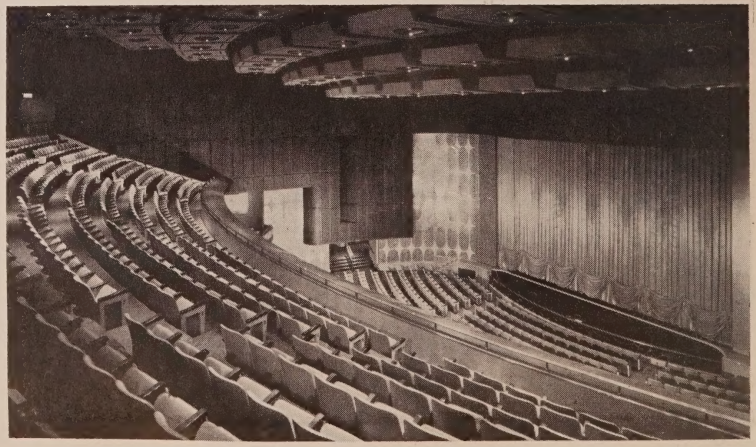
As obvious as this goal of successful merchandising may seem to so many people, it takes highly qualified talent to correlate varied atmospheres required around the highly technical equipment facets that are contained in theatres or auditoriums of various types.

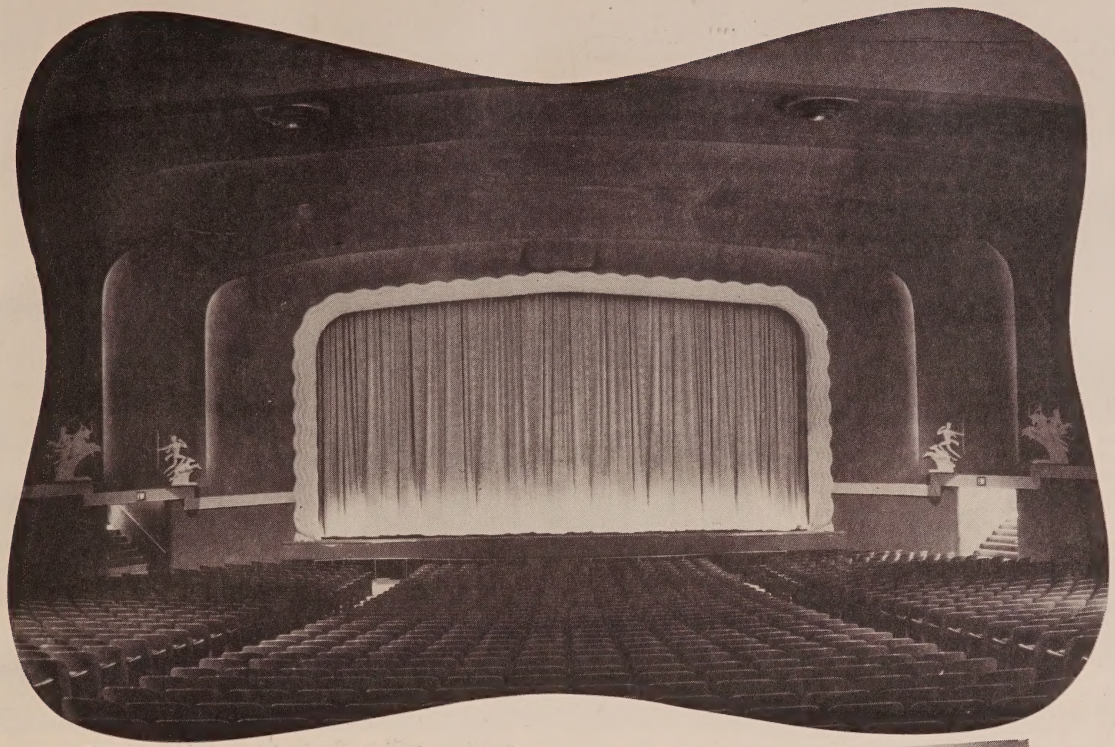
Some of our most successful jobs have developed with the help of a team of technical personnel and these jobs are particularly successful when all of the equipment clears through the Architect whose concept of the whole design allows him to place these units into the construction to do their best and most efficient job.

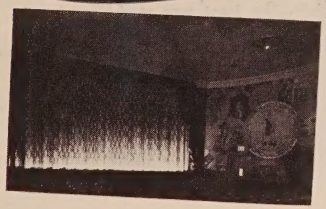
It is apparent to all of us that an upsurge in renovating old theatres and the building of new is recognizable, and although the Fisher Theatre is an exception in that it is lavish in concept, it may initiate a trend to build privately owned new theatres to contain versatile sources of income.

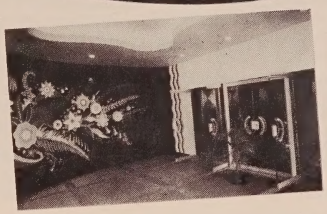
During the last 25 years show business in theatres has had a rough time, and has weathered the pressures of television and many more expanding recreational activities. However, I feel that the better movies will increasingly continue to attract patrons and that the expansion of the dramatic production is on the move.

I predict that the building of new future theatre centers will contain versatility of exhibition either in single or multiple theatre units, and located not in but near downtown metropolitan areas with facilities that recognize this automobile age.









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Loew's Remodeled Esquire Brightens Toledo

New Turnstile System Has Separate Registers For Adult and Child Admissions

In keeping with Loew's Theatre expansion and remodeling program the Esquire in Toledo has been reopened. Dark for several years, the old showcase was given an extensive remodeling, from the front door to the screen.

Outside, the building was sand-blasted and restored to its original beauty. The marquee was completely remodeled. Neon was replaced, the upright and marquee painted, and a new glass face installed. An entirely new cashier's booth was built in the modern vein to accommodate the new Perey Kompak Passimeter theatre turnstile, first to be installed in a Loew's Theatre.

The turnstile, installed in order to reduce expenses and make the cashier's job easier, is equipped with an extra register for child admissions. This separate register along with a light indicating "child," acts as a deterrent against attempting to pass an adult on a child's registration. The "child" light, which operates automatically with the turning of the turnstile arms when set by the cashier for child's admission, can readily be seen by anyone in the lobby or on the sidewalk outside.

In addition to the obvious expense reductions, the Perey turnstile is said to give an "accurate, impersonal, tamper-proof patron count; reduces confusion and 'gate crashing'; and provides a dependable check for absentee management on business done."

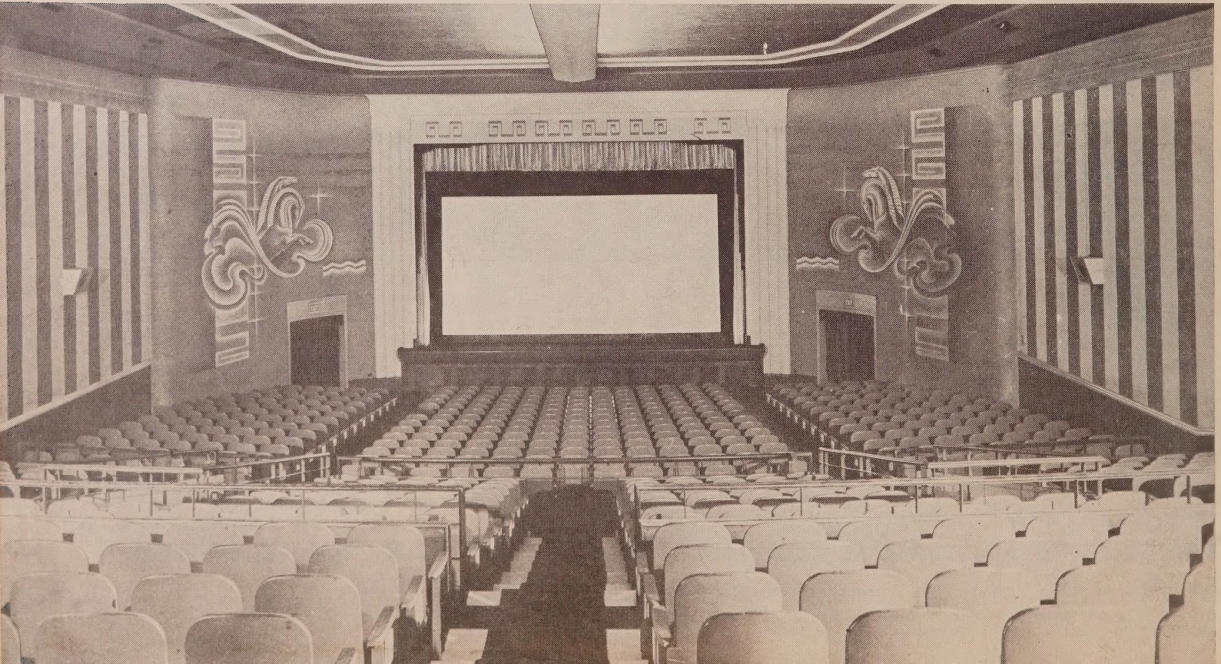
The cashier's booth was done with long-lasting Formica which looks like wood paneling.

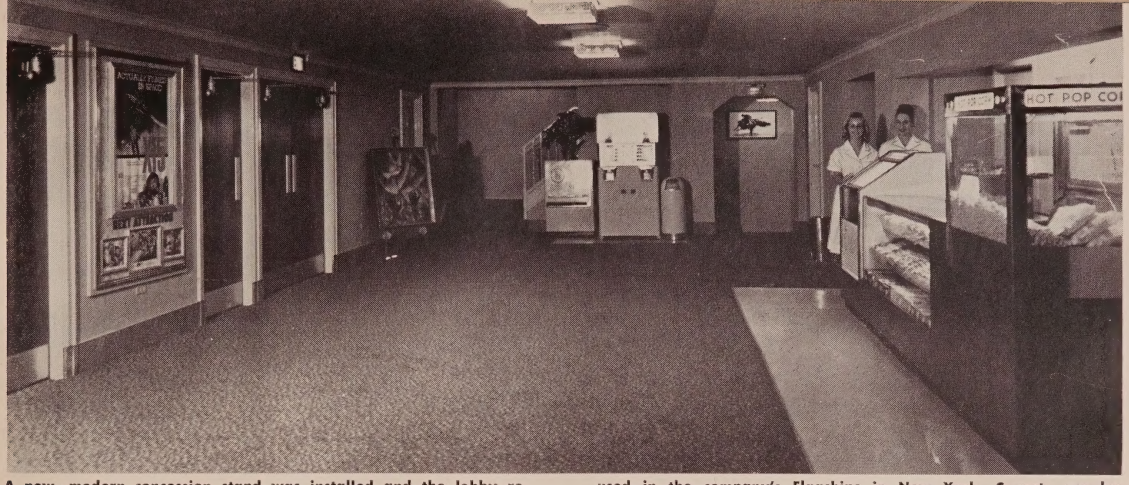
The new Esquire as it looks at night. The front was sand-blasted.

The entire front entrance was removed to make way for a modern anodized bronze front with light weight glass doors. The old front consisted of very heavy unattractive wood doors which obscured the view into the lobby. Front display frames were modernized in keeping with the rest of the new front. Even the cracked sidewalk was replaced.

A new and modern concession stand was installed and the lobby recarpeted in a modern newly selected Loew pattern similar to the carpet used in the company's Broadway Flagships in New York, manufactured by the Archibald Holmes Carpet Company of Philadelphia, which lends itself to easy main-

In the stadium type auditorium, old and worn carpeting was replaced and walls and ceilings were painted. An Altec four-track magnetic sound system was added, in addition to the Technicote Pearlized screen.





A new, modern concession stand was installed and the lobby recarpeted in a newly selected Loew pattern similar to the carpet used in the company's Flagships in New York. Carpets are by Archibald Holmes. Colors are off-white and beige.

tenance. The lobby and downstairs foyer was painted a light beige trimmed in sandalwood with the ceilings an off-white. The foyer was completely refurbished with a new floor of lifetime burnproof tile, reupholstered furniture, new light fixtures, lamps and tables. Once a dingy area, it now has a modern cheerful appearance. Restrooms were painted in the same color scheme as the foyer and broken and old fixtures replaced.

In the stadium type auditorium, the 800 seats were cleaned and recovered, old and worn carpeting replaced and walls and ceiling painted. An Altec four-track magnetic sound system has been added together with a new 20′ x 26′8″ Technicote Corporation Pearlized Screen, which gives this small theatre a giant viewing area.

The recent remodeling and updating of the Yonge Street in Toronto, the reopening of the completely remodeled Toledo Esquire, and the new Loew's 72nd Street Theatre, now under construction in New York, are vivid examples of Loew's remodeling and expansion program.

In addition to the Esquire, the company also operates the Valentine Theatre in Toledo. The Esquire is the newest of the theatres operated by Loew's in the United States and Canada, and the company is actively seeking other locations.

The entire front entrance was removed to make way for a modern anodized bronze front with light-weight glass doors. The old front consisted of very heavy, unattractive wood doors which obscured the view into the lobby. Display frames were modernized, and the cracked sidewalk was replaced.

The downstairs foyer was painted a light beige, trimmed in sandalwood, with off-white ceilings. It was completely refurbished with a new floor of lifetime burnproof tile, reupholstered furniture, new lights and tables, and decorative panels.

Proper Use of Theatre Floor Mats

The Right Mat In The Right Place Is Important To Management

By Kenneth Brock
President
American Mat Corp.

The lobby is the first place that patrons give a theatre close inspection of housekeeping. Worn or torn floor coverings will be noticed before the paint job on the ceiling. Aside from appearance of the floor, however there are other advantages to the theatre operator that accrue from the use of modern floor matting. While it dresses up the theatre inexpensively it also plays an important part in preventing accidents, greatly reducing the hazards of slipping and falling by providing a sure footing.

The proper use of the right type of matting also goes a long way in reducing cleaning and maintenance costs. There are mats which literally rub off the dirt and grime from patron's shoes, keeping it outside the auditorium proper. Alert theatremen recognize the importance of cleanliness and how it affects patronage.

A number of attractive and different types of matting have been developed within the past year. There is now a specific and ideal type of matting for the several different sections of theatres of all sizes. Taking into consideration the eye appeal, economies effected and wisdom of accident prevention, the cost of this matting is really insignificant.

The lobby of a theatre encounters the heaviest, most concentrated traffic. Vinyl link matting is very popular here because it can be colorful, is such a good means of trapping dirt, and affords safety underfoot even in wet weather.

Cleaning is accomplished simply by rolling back the mat and sweeping out the dirt, sand and mud that has been halted near the entrance where it is scraped off shoes and falls between the mat links. It is this dirt and sand which, if tracked onto carpeting is soon ground in and quickly cuts the nap to shreds.

Practically every home has a mat at the entrance. Consider the thousands who enter a theatre for every person who enters a home. Heating, cooling and ventilating systems blow tracked-in dust into the air and eventually it settles on furnishings, walls and equipment. Up go redecorating costs.

Linking matting also affords the advantage of permitting attractive designs in the construction. One of the most practical uses of decorative treatments in mats is traffic direction. Through a series of arrows or other directional indicators entering or exiting patrons may be led right from the sidewalk into the theatre and out again. The wide use of plastic in modern floor coverings has resulted in lighter weight and much easier handling. Non-porous, the dirt cannot become imbedded and hence is easier to remove.

Unlike old style link matting the new constructions prevent the catching of even the smallest shoe heels.

If there is a concession stand in the lobby, proper matting should be used in that area for keeping spilled drinks and dropped candy off of carpeting.

Careful consideration should be given to the placement of rubber matting on the stairs which lead to the balcony and lower level restrooms. The use of slip-resistant stair treads can mean averting financial losses resulting from mishaps. Cases involving suits for $100,000 or more for single falls are not unusual.

Floor matting affords another plus advantage to any theatre, by silencing foot steps.

Although it is not recommended, lobbies which are no longer attractive can be enhanced by the use of mats to cover the heavily trafficed worn areas in old carpeting.

Small, inexpensive comfort mats should be used where doormen stand so long in one position.

Matting is constructed of many materials—plastic, nylon-corded rubber, fiber, sponge, wood, steel, grease-proof neoprene and rubber. It comes in an infinite number of sizes, shapes and thicknesses. Aside from link construction there are also the perforated, corrugated, solid, and corrugated-perforated types.

To assist in the selection of the proper type of matting for a specific application a few are listed.

Counter-Tred matting should be used back on consession counters. It retards fatigue.

Grease-resistant vinyl link matting is the ideal type for entrances. It is attractive, non-slip, heel-proof, silences noise, keeps out mud, dirt and filth. The interlocking link construction prevents misalignment and provides dimensional stability. The links are woven on non-rust steel network.

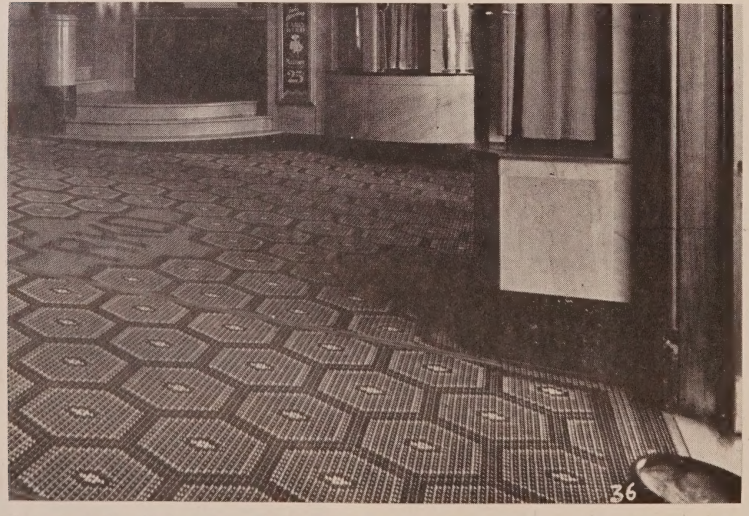
Nyracord runner matting can be used as a walkway from the entrance to the ticket chopper. It is especially resistant to wear, provides excellent scrapeage, silences foot traffic and is easy to clean.

Corded rubber tile provides a permanent wall to wall floor which is practically slip-proof. It affords unequaled resistance to wear, and is available in a wide variety of colors for forming attractive patterns.

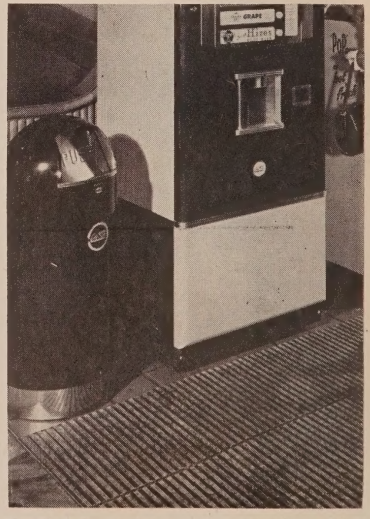
Sponge rubber mats, while designed primarily for providing comfort underfoot, are also used for modernizing and beautifying old floors.

Utility rubber runner matting is popular with those who are seeking a safe walkway and the most economical means of keeping out dirt.

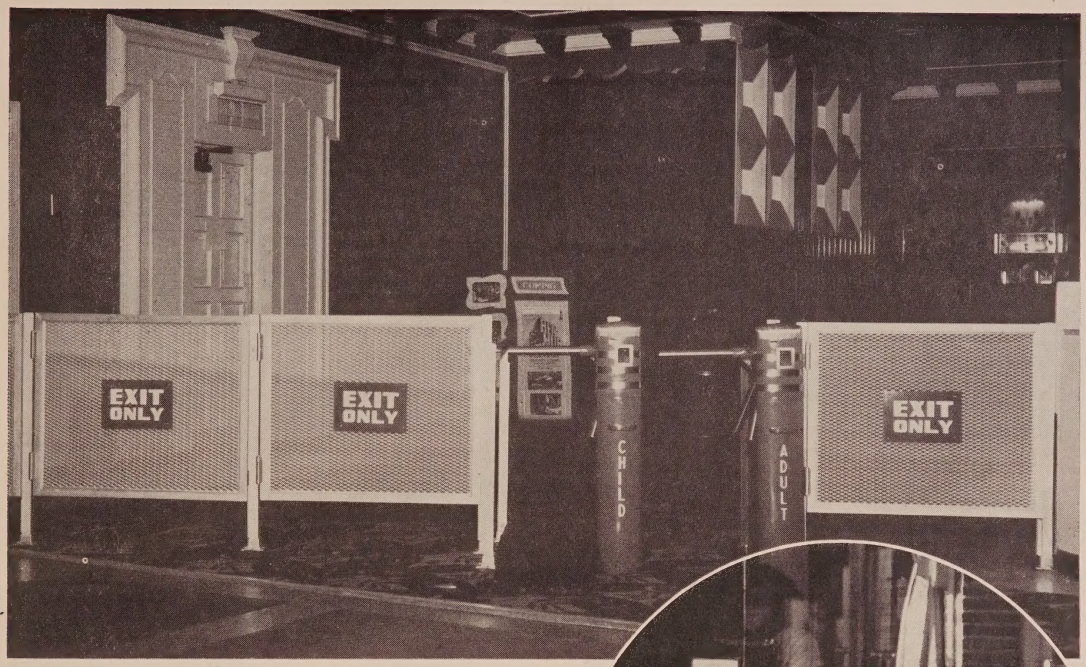
It is recommended however that a catalog covering a full range of matting be used as the best guide to a purchase of matting for any theatre lobby.



Above is an installation of American Mat Co.'s Ezy-Rug, made in five strips, with stub nosing on the sides and beveled nosing at the approaches. This rug is fastened to the floor with hooks.

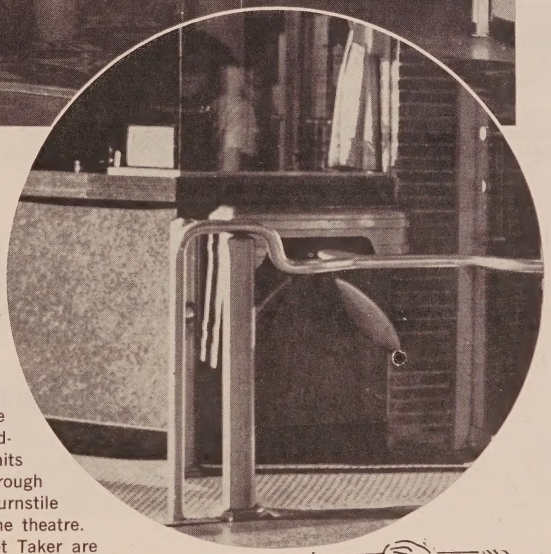


Placed in front of the automatic soda machine is American Mat Co.'s Cross Rib Do-All.

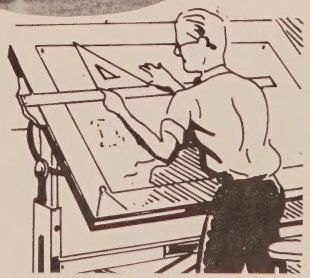


PROVEN TURNSTILE SYSTEMS REDUCE COSTS

TURNSTILE and TOKEN SYSTEM—A modern innovation in theatre admission systems which requires a minimum of employees for operation. Using Perey "Coinpassors," turnstiles that accept admissions in the form of metal tokens, Adults, Children and Pass Patrons are automatically permitted to enter the theatre after each has deposited the proper token in the turnstile. Tickets and Ticket Takers are eliminated in this system. The Refreshment Stand Clerk doubles as token cashier during the slower periods. Illustrated above is a typical installation using one turnstile for child admissions and the other for adults.



CASHIER TURNSTILE SYSTEM—In this effective yet simple operation, the cashier collects admissions and permits patrons to pass through the Perey Theatre Turnstile for entrance into the theatre. No Tickets or Ticket Taker are required. The turnstile automatically registers each admission as the patron passes through, thus giving a positive check against the cashier's receipts. The turnstile is usually furnished with two registers to record children's admissions as well as adults. A child indicator is illuminated to show each child admission that has been registered. This theatre admission system is designed to take a minimum of space. The Perey Theatre Turnstile is of the two way passage type, permitting free exit at any time. Illustration in the center is typical of the cashier turnstile system.



APPLICATION ENGINEERING—Planning an efficient theatre entrance and exit control involves technical problems that must be solved correctly. Perey Application Engineers, with over a half century of experience in the design of turnstile systems, offer their services in the solution of your problem.

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Q-TWIN •

Omaha, Nebraska

Late last summer, Russell Brehm and U.S. Senator Roman Hruska of Omaha, as owners of the Center Drive-In Theatre Co., opened the two-screen Q-Twin Drive-In on Interstate Highway 80 near Omaha, Nebraska.

The Q-Twin, the only open-air theatre with two screens in Nebraska was constructed at a cost of $600,000, with a capacity of 1,600, of which 240 are located on balcony-like area.

In the event of double features, which is the usual case, one film is shown on one screen, while the other is simultaneously shown on the remaining screen. When the films are over, they are then reversed, eliminating the need of patrons to sit through the double feature if they only want to see a single show.

The projection booth is located on the second floor of a two-story, stone and glass concession building; and, of course, is equipped with two sets of projectors.

The all-steel screens are 120′ x 70′, and the bordered with wood.

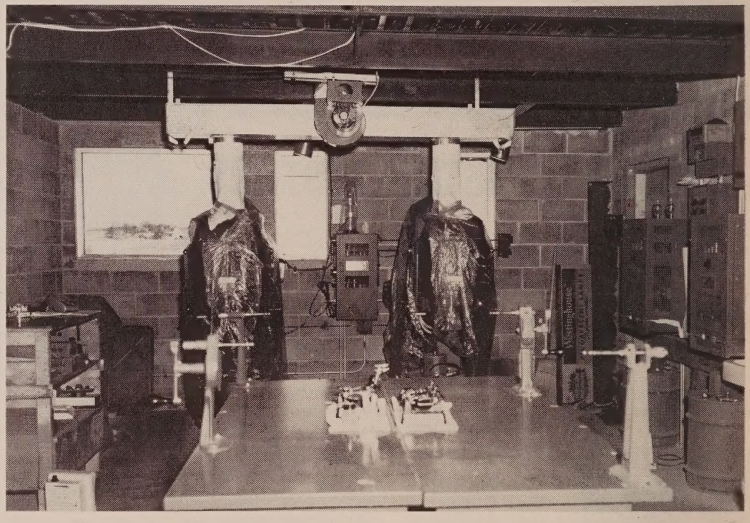
The concession area is 72′ x 63′, and is equipped with automatic doors to make entering and exiting easy, even with both hands full.

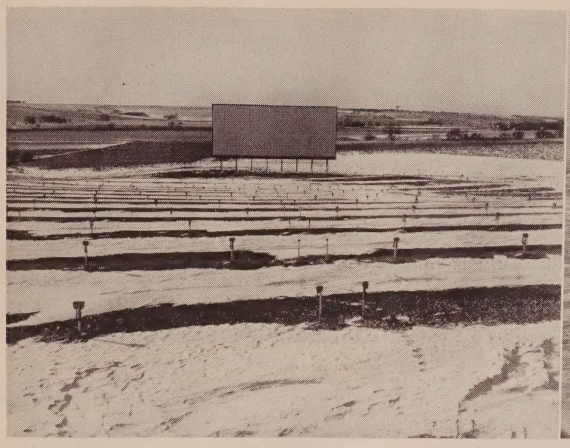
The Q-Twin Drive-In is also equipped with a fun spot for the children—the Q-Play City, a red, white and blue recreation area.

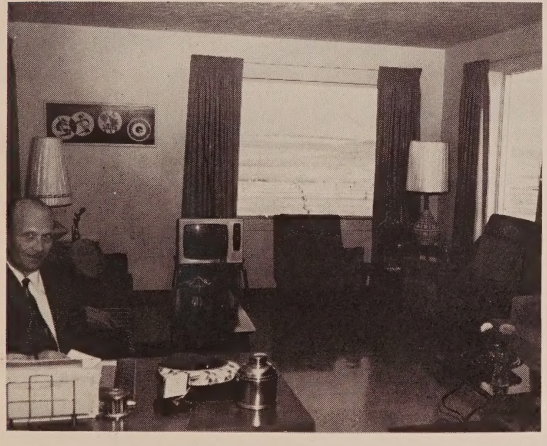
The Q-Twin was designed by E. J. Nelson of Ballantyne Instruments and Electronics, Inc., and was equipped largely by the same company.

The concession stand equipment was supplied by Nebraska Concession Supply Co.

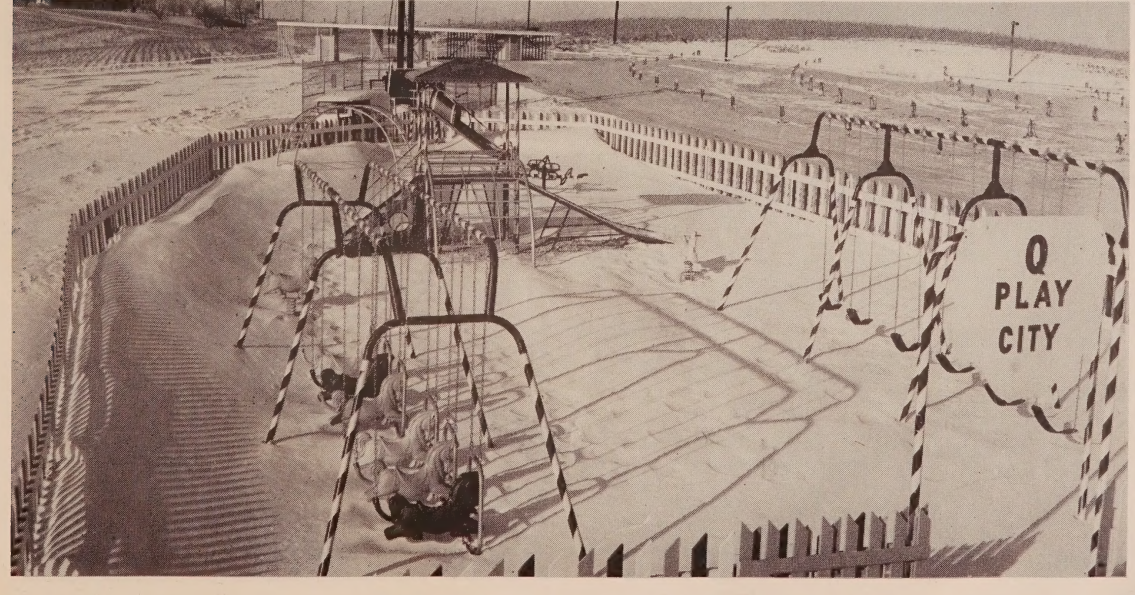
Leo Young, the Center Drive-In Omaha City manager, and Q-Twin Drive-In manager, has an apartment on the theatre grounds, with picture windows facing the two screens. Sound is piped in.





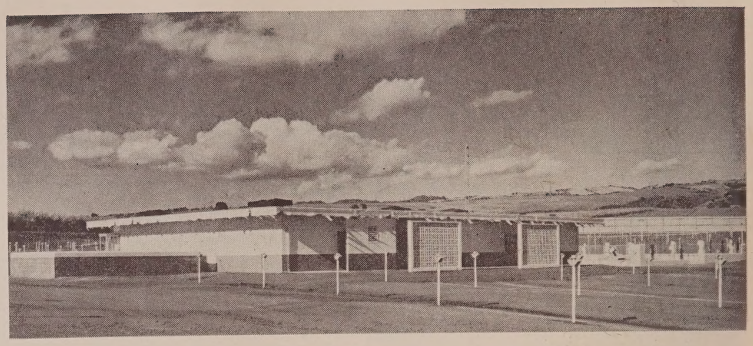


Coca-Cola


Q
PLAY
CITY

KAM DRIVE-IN •

Honolulu, Hawaii



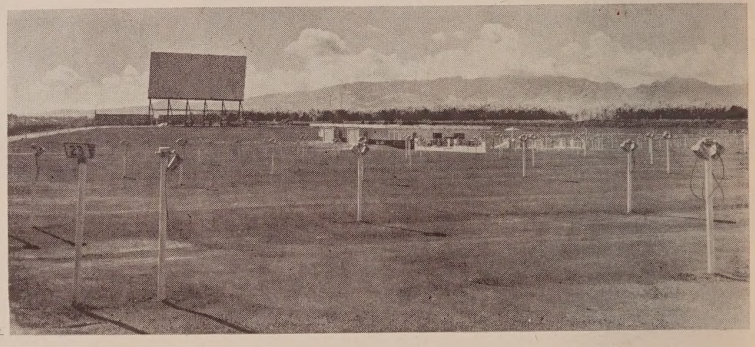
Consolidated Amusement Company continued its circuit expanding activities with the February opening of the new Kam Drive-In Theatre in Honolulu, Hawaii.

Consolidated is presently operating 19 theatres and drive-ins in the 50th state and the new Kam is company's second drive-in operation there.

Located 5 miles from downtown Honolulu, the Kam Drive-In is situated in the Pearl Harbor Heights area on the leeward side of Oahu, main island in the Hawaiian group, and overlooks the historic naval base on one side and the verdant Waianae mountain range on the other.

The 50 x 100 foot Robertson Decking screen is 25 feet from ground level and provides a sharp, well-lighted picture which can be clearly viewed from any spot in the 14-acre theatre.

Operating equipment consists of Simplex XL projectors, Ashcraft Cinex lamphouses, Bausch and Lomb lenses and Simplex speakers.



A 15 x 50 foot reader board is set with multi-colored letters in various sizes. The board is a product of the Advance Company and the letters are from the Adler Silhouette Company, both Los Angeles firms.

The most modern snack bar of any theatre in Hawaii is staffed by a courteous group of 15 girls. The concession is both a catered and self-service operation.

A highlight of the theatre and one which has pleased many patrons is the kiddie's playground. Located directly behind the snack bar building, the sanded playground features swings, hobby horses, slides and a jungle gym.

Cost of the theatre, not including the land, is approximately $500,000.

CHELTENHAM •

Philadelphia, Pennsylvania

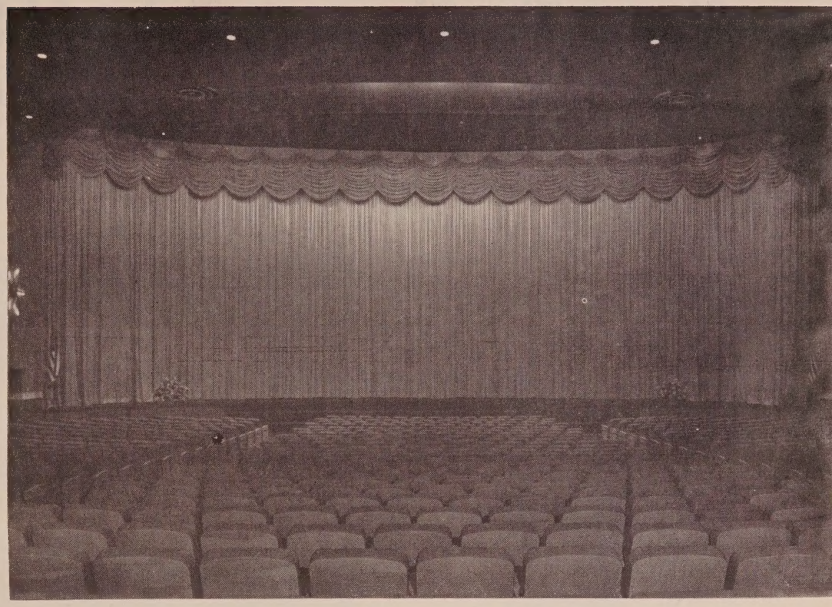
The Cheltenham, Stanley Warner's new shopping center house located near Philadelphia, combines true beauty of surroundings with the most modern accommodations, and offers free parking for 5,000 cars at any one time.

The exterior of the theatre is of very modern design and utilizes white brick in keeping with the buildings of the shopping center, accentuated by blue terra cotta screen-like panels, effecting light. Architectural design has afforded an innovation to 'open up' the theatre, so the lobbies and foyers can be viewed from the exterior of the theatre, displaying the color and exciting decor.

The exterior also features a breaking of the monotony of the long auditorium wall, through introductions of panels, created of blue and white brick. Planting boxes and plants located along this space, keep in step with the garden or park-like surroundings.

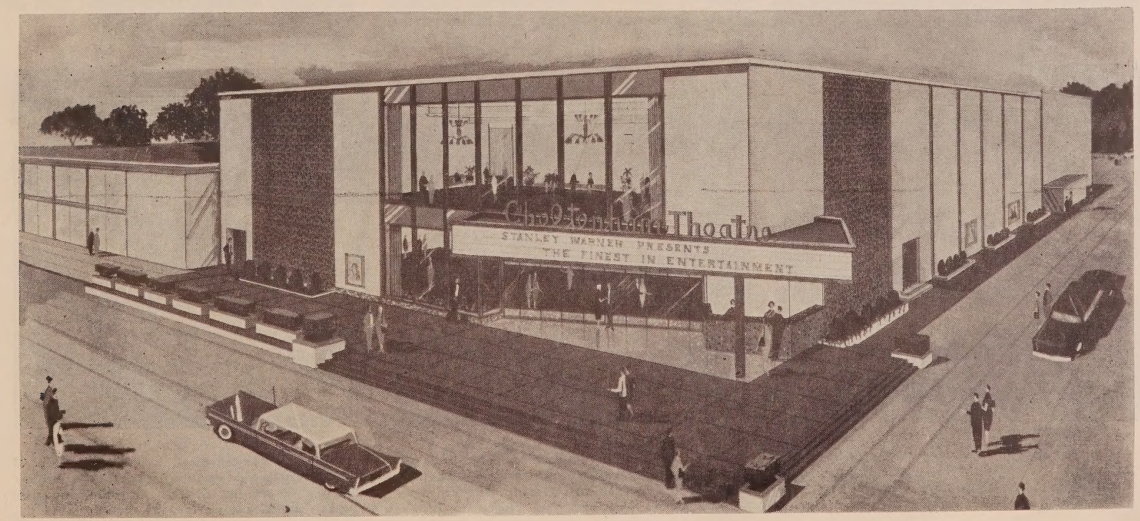
Interior designs includes red carpet, blue and white auditorium walls—and white and gold in foyers and lounges. Furniture and pictures as well as accessories are in keeping with the established modern decor.

Drew Eberson, internationally famous architect, has introduced in the auditorium some of the clean pure lines of Greek sculpturing.



On either side of the auditorium, 6 sculpted plaques are installed, representing the white marble friezes of the Parthenon. These plaques are in pure white, softly lighted, and accented against the dark blue walls.

OWNERS: Stanley Warner Theatres
DESIGNER: Drew Elberson, Architect
SEATING CAPACITY: 1200
Carpeting: Alexander Smith
Chairs: American Seating Co. "Loungers"
Projectors: Norelco 35/70mm
Lamps: C. S. Ashcraft
Rectifiers: C. S. Ashcraft
Sound: Ampex-Century
Supply Dealers: Continental Theatre Accessories & Motion Picture Supply Co.



Signs: The Theatre's Point-Of-Sale Advertising

The Motion Picture Industry Has Effective Materials To Add A New Look To Your Theatre's Public "Face"

It's been said that it's virtually impossible to pass a theatre without looking to see what's playing. Everyone that passes a motion picture theatre, patron or not, sees the marquee and its sign letters sparkling in the daytime sun or ablaze at night with the promise of another world within.

The enticement of a sign for any public can hardly be overestimated. Long before man knew how to use the word, he had learned to use some kind of sign language to communicate his needs, desires, and fears. The brilliant plumage of the male peacock strutting to attract the coy hens, the spectacle of a Mardi gras parade, the exotic web of the spider all communicate a real message with an emotional impact that transcends the powers of words alone.

To a showman, the thought of New York's Broadway with its dazzling array of spinning, blinking, color summarizes the power of signs to sell anything and everything, from motion pictures to safety pins. The debt of the entertainment world to the ageless language of signs is almost incalculable.

The quick and sharp appeal to the senses of the bright light, the action-packed photograph, the catchy headline; these are the tools of the entertainment sales message. Pointed stimuli that prick the emotions to instant life, create the impulse to enter into the magic world of filmdom, are best hurled from the marquee.

The necessity for exhibitors to discover new ways to merchandise everchanging film attractions made the theatreman the logical choice to explore new ways of utilizing dramatic outdoor point-of-sale advertising.

Point of sale advertising, in the form of specially prepared posters and bulletins has been utilized for hundreds of years in the legitimate theatre, and is still effective. The excitement of the bull fights caught up in the swirl of the matador's cape still sells

tickets today as well as it did a hundred years ago.

In the motion picture theatre, we find some of the most effective materials for sign advertising. With multiple-size, changeable letters, the theatreman could vary his advertising message every day since, unlike most advertising, changing copy takes but a few seconds. Yesterday's message gone today, replaced by a new and freshly interesting one. With the variety of sizes and shapes of letters available, it is possible to display signs that shout and possess appealing eye-interest.

Color, as any ad man will tell you, is one of the most valuable assets of a display. People are almost incapable of ignoring it. Color is easily injected into the theatres point-of-sale advertising by the use of translucent letters that can be seen at night from great distances against the white background of the marquee.

Another display variation that has come into common acceptance is the use of word units. These units consist of miniature frames easily mounted on the standard bar spacing provided on the sign. Such units save valuable space, make word plates unnecessary, and do not detract too much from the main titles.

A little imagination and ingenuity is all that it takes to create something excitingly new and different with each presentation.

With the translucent plastic letters, little more than a good scrubbing with some soap and water will restore the brightness and color to the marquee.

The era of changeable bulb letters such as

(*Continued on Page 24*)

Unusual outdoor marquee of the Twin Drive-In is in keeping with the many unusual features of the Oklahoma City airie. Entrance to the 2,000 car D-I is lined with gas lamps.

The Southwest's Thunderbird D-I sports an unusual outdoor sign topped by the theatre's name in Indian fashion lettering. The highway attractor is spacious and easily visible.

Photo shows marquee of the remodeled Vogue ablaze on opening night. The highly effective treatment of the four-section marquee permits a variety of new layouts.

BUY DIRECT from Ballantyne

Save on equipment from one of the oldest equipment companies.

Ballantyne equipment—famous patented Dub'l-Cone and Single cone speakers, single and dual channel amplifiers, soundheads and hundreds of other items have equipped theatres throughout the world for nearly 30 years.

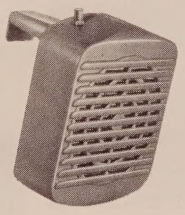
Fewer theatres, full service facilities and modern fast transportation have made it possible for Ballantyne to sell direct and save you *money*.

SPEAKERS:

A and Q SERIES

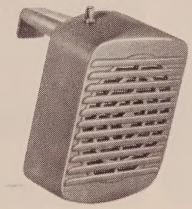
Famous Ballantyne Dub'l-Cones are unequalled. Protected from shock, pressure, weather and water. Permanently fixed magnet. No shifting — no voice coil drag. Die-cast aluminum case with reinforced grill openings, reinforced bosses, removable hanger clip, and enclosed volume control. Construction gives exceptional fidelity in range and reception. Outer cone adds a mellow richness resulting in tone quality unsurpassed in any other speaker.

Z SERIES



New Ballantyne "Z" Series with drop-in outer cone and perforated aluminum speaker guard are amazingly low priced. Plenty of other features, too—plug-in terminals permit simplified post servicing, two screws to loosen, repair or replace without special tools—no soldering, no glue, and in a matter of seconds. Die-cast aluminum case with reinforced speaker grill.

F SERIES

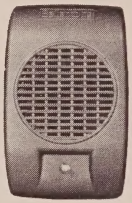


Here's economy overflowing with quality at the lowest price ever for so much. Die-cast aluminum case. Reinforced speaker grill. Calibrated air chamber gives fidelity of range. Plug-in connectors for simplified servicing—done in a matter of seconds.

O SERIES

Has all the features of the "F" Series plus a powerful 1.47 magnet.

W-E SERIES



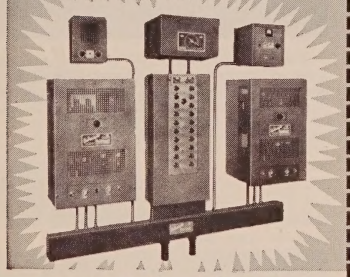
Full size die-cast aluminum case with perforated aluminum speaker guard and calibrated air chamber. .08 oz. permanently positioned magnet — no shifting of magnet, no voice coil drag. Continual top performance. Shock rubber cushion mounting. Tamper-proof reinforced grill. Plug-in wiring for servicing right at post.

E SERIES

Tops in single cone speakers with perforated, aluminum speaker guard.

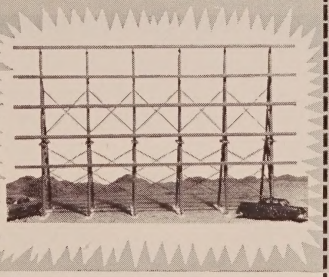
All Ballantyne speakers now have perforated aluminum speaker guards

DRIVE-IN AMPLIFICATION



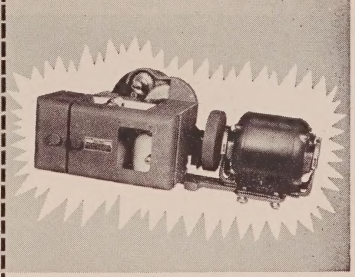
Ballantyne MX, RX and KX systems are specifically engineered for drive-ins. They are not adaptations. They are designed and engineered exclusively for drive-ins with ample power for the present and extra power for the future.

EZ-ERECT STEEL SCREEN TOWERS



New Ez-Erect steel trusses are designed to give the two most important features of tower construction—exceptional strength and economy of erection. Ez-Erect steel trusses are designed to be shipped in two sections by any common carrier. Trusses are assembled on the ground and raised in groups of two using little mechanized equipment. Trench type footings are used instead of complicated forms. Unlimited width. Engineered for winds of over 100 m.p.h.

MODEL 6 SOUNDHEADS



Flawless Tone. Ball bearing supported shafts, perfectly balanced filter flywheel. Exciter lamp assembly tilts out at 45 degrees. Years and years of use by hundreds of drive-ins throughout the country are the best testimonial of all for Ballantyne Model 6 Soundheads.

Ballantyne

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.

A DIVISION OF ABC VENDING CORPORATION

1712 JACKSON ST. OMAHA 2, NEBRASKA

SIGNS •

(*Continued from Page 22*)

those used by the Astor, New York, for the Ziegfield Follies, and the Majestic, Chicago, for Orpheum Circuit vaudeville, marked the beginning of todays approach to display. But the early type changeable bulbs proved far too costly for the smaller theatre and were soon displaced by the raised glass letters which appeared in the year 1916.

Raised glass letters were followed in the year 1921 by the luminous type beveled edge letter which cost only a fraction of the cost of the glass letters.

With today's variety in letter size, and the wide selection of sign fronts, the business of advertising theatre wares has advanced to the point where the theatre's marquee has become almost irresistible, something that "it's virtually impossible to pass without looking to see what's playing."

Don't underestimate the power of your marquee to stimulate boxoffice attendance. In today's competitive entertainment industry, it is not enough to just have good product. Nothing has ever replaced good showmanship, just as nothing has yet replaced the good salesman who knows his customer and how to get to him.

Theatremen who refuse to think modern and continue to present old-fashioned signs and letters to attract patrons at the point-of-purchase will discover that the public will continue on its merry way past their boxoffice to the other brightly lit, inviting places of entertainment.

It would be suggested that all theatremen who have not recently modernized their theatre marquee or attraction board walk out front and, assuming the attitude of a passerby, take a good look at their theatre's advertising appeal.

Is the marquee outdated? Old-fashioned? Is enough space for letters available to convey your advertising message to the public? Are there burned out lights or dark spaces?

If the answer is negative to these questions, then you are losing "face" at your point of public contact, and losing ticket sales too.

PRE-FAB SCREEN

With outdoor screens in the drive-in theatre reaching sizes up to 140 ft. and more, it becomes essential that construction of the screen be such that it will withstand heavy winds and the rigors of weather with a minimum of maintenance.

The Carew Steel Co., of York, Penna., has developed an outdoor theatre screen that meets the specifications of most Drive-In owners. Carew towers present a clean, functional appearance, requiring only four supporting piers. The towers are available in a variety of sizes, as to width and height, and conform readily to the requirements of different sites.

The screen panel itself is a continuous sheet of 18-gauge ribbed and galvanized metal deck. The vertical ribs are of such dimension that the screen surface is virtually flat. The need for horizontal joints has been eliminated in the Carew tower since the deck length is equal to the full screen height.

The manufacturer will prepare a package according to the individual theatreman's dimensional layout. The package includes the screen, required structural members all of hot rolled A-36 steel having a minimum thickness of $\frac{3}{16}$" and primer painted. The package also includes anchor bolts, leveling plates, and anchor bolt plans and reactions.

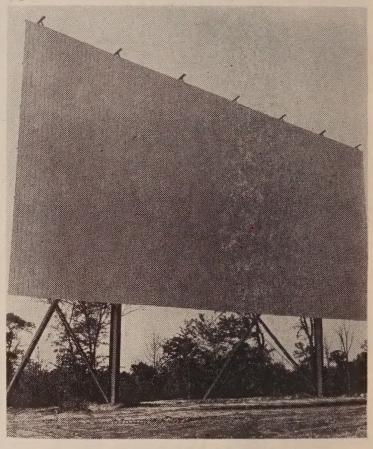


Photo shows installation of Carew Steel Co.'s outdoor theatre screen. The manufacturer will prepare a screen tower package to order on the specifications of the individual owner.

The design and construction of the foundation, including all reinforcing rods required, as well as the supply and application of field painting are not normally included.

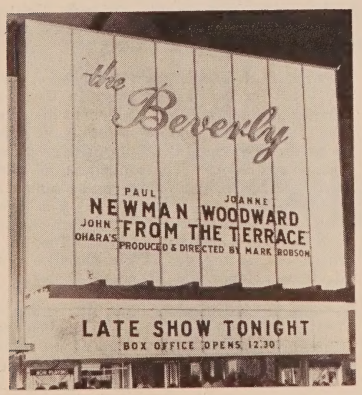
Since the drive-in theatre is most commonly reopened or refurbished in the early Spring and not during the busy summer months ahead, now is the time to contemplate screen tower replacement. Another consideration that prompts drive-in owners to replace screen towers is the need for enlarging their D-I's screen surface to accommodate today's increasing number of wide-screen releases.

One of the advantages of the Carew-type tower is the design of the supports. Notice that only four supporting piers are used on the screen tower shown. This consideration on the part of the designers helps the outdoor owner avoid trouble with tower supports which often yield to weather damage.

The ONLY Complete Line of Changeable Plastic and Cast Aluminum Letters . . . For Drive-In Signs, Marquees, and All Attraction Panels

Brilliant, Dramatic...

ADLER CHANGEABLE LETTER DISPLAYS



EXCLUSIVE! ADLER "THIRD DIMENSION SNAP-LOK" and REGULAR-LUG PLASTIC LETTERS

WORLD'S LARGEST and most complete line—4", 6", 8", 10", 12", 17", 24", 31"—for greater impact than ever before. Only Adler offers the original patented "Third Dimension Snap-Lok" Changeable Letter that won't blow off or fall off the sign. Wind and weather tested for many years all over the world—they cling tight even in a storm, yet are easy to change. Adler Letters are strong and durable, easy to read at a distance; available in brilliant red, blue, green and opaque black.

EXCLUSIVE! ADLER "THIRD DIMENSION" CAST ALUMINUM LETTERS

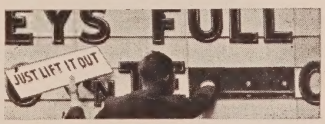
In 4"-6"-8"-10"-12"-16"-24" sizes. WE GUARANTEE FREE REPLACEMENT of every "Third Dimension" Adler Cast Aluminum Letter you break and return. All sizes from 8" to 24" in both Plastic and Cast Aluminum are interchangeable on the same frames.

EXCLUSIVE! ADLER FRAME UNITS WITH GLASS OR PLASTIC

Made of 18-8 Stainless Steel and reinforced for extra strength and rigidity, Adler Frames are the strongest you can buy. PERFECT FOR SIGNS OF ANY HEIGHT, ANY LENGTH; curved and mitered frames can be made to fit any opening. *Delivered to you completely glazed and ready for installation.* Available in Regular Type or exclusive "Remova-Panel" frames.

EXCLUSIVE! ADLER "REMOVA-PANELS"

For easier maintenance in less time. Cleaning, repair and replacement are done anywhere in the sign without lifting out large, heavy frame units.



EXCLUSIVE! ADLER LOW-COST "SECTIONAD" DISPLAYS

This is a most economical Changeable Letter Display. Background is baked enamel steel, with stainless steel bars positioned to hold letters of all sizes. *The ONLY sign of its type that comes completely assembled in any height, any length.* Ideal for Drive-In Theatre Approach Boards.

EXCLUSIVE! ADLER MOUNTIES

Cast Aluminum Letters that can be bolted to any wall for permanent building or theatre identification.

SAVE ON FREIGHT

Adler Equipment is shipped to you F.O.B. Chicago or Los Angeles, whichever is closer.

For more information about ADLER DISPLAYS, call your distributor or write for FREE CATALOG to:

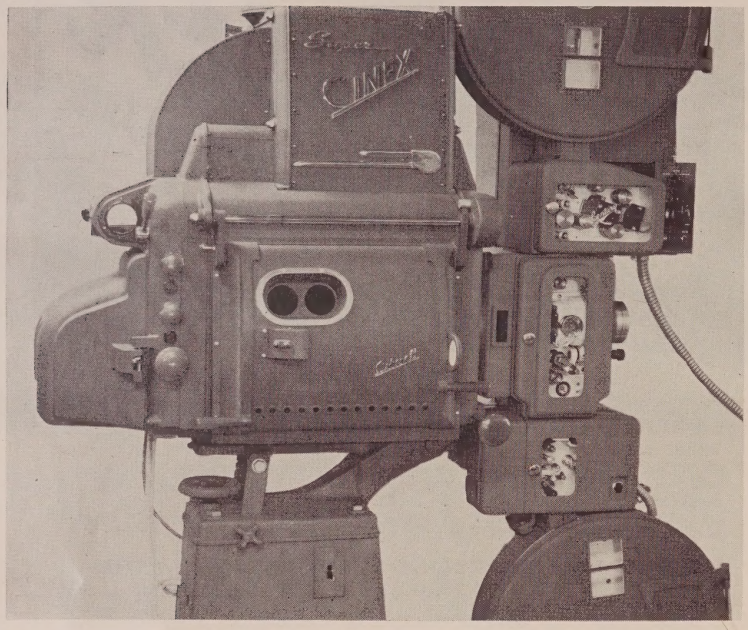
ADLER SILHOUETTE LETTER CO.

General Offices: 11843 WEST OLYMPIC BOULEVARD, DEPT. TC
LOS ANGELES 64, CALIFORNIA

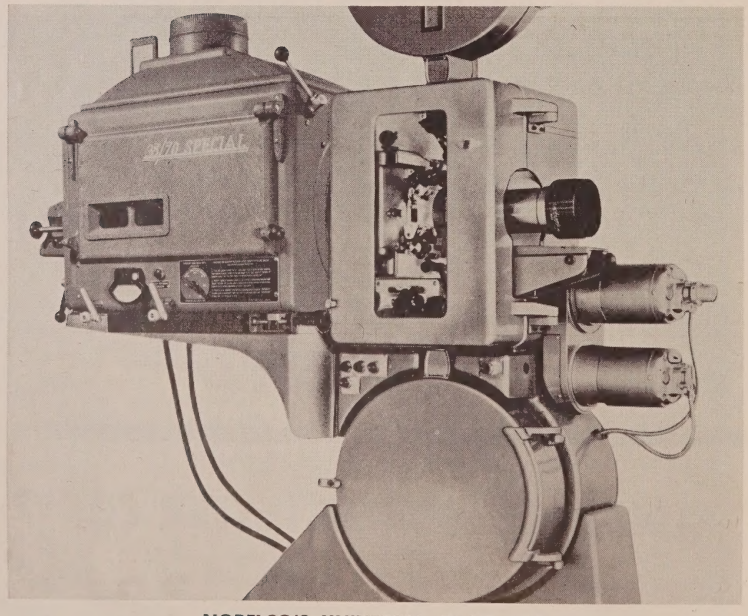
Los Angeles—Chicago—New York—Toronto, Canada—London, England

35/70MM PARADOX

A Look-See At The Seeming Non-Acceptance Of 70 mm



CENTURY'S MODEL "J" 70/35 MM



NORELCO'S UNIVERSAL 70/35 MM

■ With the advent of Cinerama, Cinema Scope and wide screen pictures, exhibitors were faced with the necessity of enlarging their screens and, at the same time, retaining the quality of projected pictures that they were getting with the old screen aspect ratio of 1.375/1.

But despite the improvements in picture quality that the new processes offer, there has been a reluctance on the part of exhibitors to purchase 35/70mm equipment.

No one can be blamed for this situation, since the producers-distributors restrict the 70mm prints to block buster type films, and naturally aim for the long-run, mid-city showcase to exhibit these films on a first run basis. The small theatre is thus left out by the very fact that it is often impossible to increase their screen size to a point where the showing of the new processes would be advantageous.

Therefore, the two groups of exhibitors are currently unable to make use of 70mm prints. This may be due, in part, to a shortage of product, however, with some 50 odd productions scheduled for release during the coming year in 70mm, there appears to be more reason than ever before for theatre owners to consider the installation of 35/70 mm equipment.

The Drive-In, by its very nature, needs a big screen with an area exceeding that of the indoor house. With screen width ranging up to 140 ft., the wider 70mm print gives a bright, clear picture. The larger aperature of the 70mm projector overcomes the problems of magnification and light that grow out of the use of a giant screen.

Test runs of 70mm at Drive-Ins have been most successful regarding picture clarity, but despite these successful tests, no Drive-In has used 70mm prints for regular showings. A check of current Drive-Ins revealed that less than 20 have already installed 70mm equipment, in hopes that 70mm prints will be made available to them.

With less than twenty Drive-In theatres having 70mm equipment, producers won't make the prints.

What is the cause of this non-acceptance of 70mm on the part of Drive-In theatres? The exhibitors won't buy equipment that they can't use, and the producers won't make a size print that they can't distribute. With only first run houses having 70mm equipment, the wide print productions are going to be aimed at them in the future. But it appears that 70mm will become a necessity for both indoor and outdoor houses in the near future, as a check on the number of big boxoffice productions planned for 70mm will reveal.

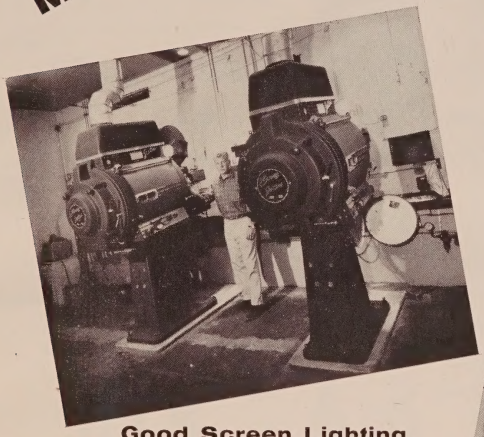
With this situation in mind, the editors of THEATRE CATALOG have contacted the manufacturers of 70mm equipment and asked them to discuss for you, their 70mm projectors.

(*Continued on Page 28*)

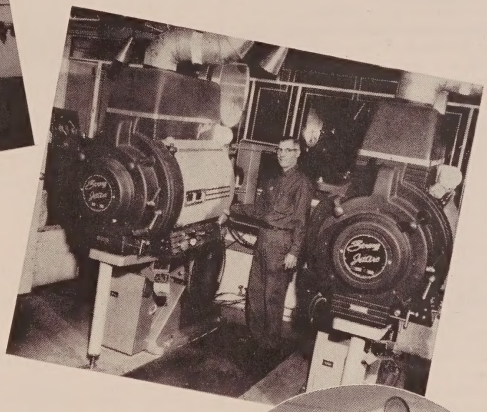
Good Screen Lighting

MAY NOT SELL ONE EXTRA ADMISSION

— but How Many Patrons Does Bad Projection Drive Away?

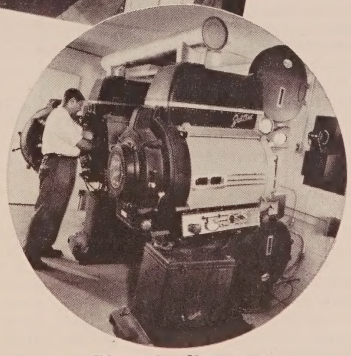


Good Screen Lighting means a bright picture that assures utmost viewing comfort.



With Strong projection lighting you can SEE the difference.

The full line of Strong projection lamps for 35 mm and 70 mm projection includes six different models for drive-in theatres and eight for indoor theatres including the famous Jetarc, most powerful lamp ever produced. There's a *right* lamp for matte or high gain screens of any size. The right lamps in your theatre will project pictures that sparkle the brightest, as proved by impartial foot-candle meter tests.



Write for literature

THE Strong ELECTRIC CORPORATION

21 City Park Avenue • Toledo 1, Ohio

"The World's Largest Manufacturer of Projection Arc Lamps"

"WHY 70 MM?"

By Larry Davee
President
The Century Projector Corp.

Let's look at the record.

Cinerama and Cinemiracle projection introduced a new era in motion picture entertainment—These methods of presentation were developed to overcome the limitations of films, projectors, arc lamps, viewing angles etc. Those who have been privileged to see all of the films presented by these processes must admit that by no other methods known to the art have these results been equalled.

Motion Picture presentation does have technical limitations and only thru the evaluation and proper application of the medium can acceptable standards be maintained. If this statement is true then it would seem advisable for anyone connected with theatre exhibition to use the equipment within its technical limitations.

The greater the magnification of anything the more imperfections become noticeable. In technical terms this is measured and known as the **resolution factor.** In other words the greater the **resolution factor** of a piece of film the more it can be magnified before the quality becomes objectionable.

The larger the picture on a motion picture screen the greater the magnification and by the same token the poorer the quality. How many times have you seen the front seats in a theatre empty. They are the last ones to fill up. This is the proof that picture quality is so bad that no one wants to sit down front.

Interestingly enough, the closer to the screen a customer sits the better the sound reproduction. It therefore goes without saying that an excessively large picture destroys the effective presentation of any show. It is sheer folly to attempt the effect of a Cinerama and Cinemiracle from 35mm standard film.

A careful survey of many theatres has revealed that any theatre showing 35mm films, should not exceed a picture width of 40 feet. Another rule of thumb limitation for the presentation of 35mm films that has been used for years and still should not be exceeded is as follows; The front row of seats should not be closer to the screen than ½ the width of the picture—This means that with a picture 40 feet wide the nearest seat should be at least 20 feet from the screen. From these limitations it is easy to see why everyone chooses to sit in the rear seats. . . . Not down front.

There is no question of the effectiveness of larger pictures especially when presented in full color, but how can this be accomplished without depreciated quality. The answer is obvious . . . wider film and less magnification.

If larger screens are desired by a theatre owner, wider film must be used, and this means 70mm films. There are no other film standards available today. Other film widths might be used effectively but as there are no others in current use or obtainable, 70mm becomes a must for quality presentations.

After consideration of the resolution properties of films, which limit the magnification, the second most important limitation is the amount of light which can be projected. This limitation takes two forms: (1) the amount of heat on the film causing film buckle (in and out of focus) and (2) the concentration of the light trying to get thru a small aperture. The smaller the film size the smaller the aperture. It is quite obvious that a large hole will pass more light than a small one. That's why we put large windows in our homes. If we want to handle more automobile traffic we build larger highways.

If we want more light on the screen we must use larger apertures. Larger apertures mean bigger films and bigger films mean 70mm projectors. *This is especially true in drive-in theatres where the maximum light possible is essential.*

The larger the film aperture the greater the area of film exposed to the light and heat from the arc lamp. This means less heat-per-unit-area of film—The result is less film buckle . . . less distortion and greater definition . . . better quality pictures.

The above figures clearly point out that technically, as far as large *screen 35mm is concerned—the* industry has *retrogressed.*

The present day practice is pathetic and nothing can be done about it as long as Producers and Distributors follow the line of least resistance and refuse to recognize screen size practice.

The once big screen 18′ x 24′ was abandoned with the introduction of Cinerama, Cinemiracle and CinemaScope. Today hard tops are presenting 1.75/1 pictures on screens up to 65 feet, drive-ins up to 140 ft in width. This practice is degrading quality, resulting in amateurish presentation. CinemaScope 2.55/1 was and is a tremendous improvement over the old standard—see comparison; but CinemaScope too, is being degraded.

There are two solutions, one retrogression, the other progress. In the light of present day practices, producers and distributors have got to recognize the present day limitations of the 1.75/1 35mm frame.

Values must be recognized—70mm is essential for wide screen presentation—for quality. 70mm is progress—70mm is captive audience insurance. 70mm for large screens is the new standard of quality—let's face it. For the drive-ins 70mm is salvation.

WIDE SCREEN 70 MM

	Aspect Ratio	Aperture	Total Aperture Area in Sq. in.
	2.21/1	1.913 x .868	1.678

STANDARD 35 MM

	1.85/1	.825 x .446	.368
Present day wide screen standard ...	1.75/1	.825 x .471	.388
"	1.66/1	.825 x .497	.410
Old Standard	1.375/1	.825 x .600	.495

CINEMASCOPE 35 MM

"	2.30/1	.825 x .715	.590
"	2.35/1	.839 x .715	.600
"	2.55/1	.912 x .715	.652

Compare the old standard before the advent of CinemaScope and the present day wide screen practise.

STANDARDS BEFORE CINEMASCOPE

	Aspect Ratio	Aperture Size	Total Aperture Area
Standard	1.375/1	.825 x .600	.495
Present day practise	1.75/1	.825 x .471	.338
CinemaScope	2.55/1	.912 x .715	.652

SNAPLITE PROJECTION LENSES

SUPER SNAPLITE f/1.7

f/1.7 . . . in focal lengths from 2½" through 4".

6 ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

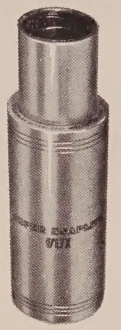
COATED OPTICS . . . throughout. For high contrast and less light loss.

ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 290
2½" through 4" E. F.

SUPER SNAPLITE f/1.7X



An extended barrel lens for use on projectors where the lens mount interferes with the light path of standard short focal length lenses.

f/1.7X . . . in focal lengths from 2" through 3".

MULTIPLE ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

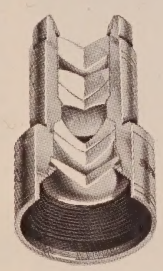
COATED OPTICS . . . throughout for high contrast and less light loss.

ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 294
2" through 3"

SUPER SNAPLITE f/1.9



ANASTIGMAT . . . six elements for wide-angle, high magnification, wire-sharp projection.

f/1.9 . . . magnificent screen brilliance.

COATED OPTICS . . . give greater light, sparkling contrast.

SEALED LENSES . . . keep out light-robbing dust and oil.

ANODIZED FINISH . . . cannot flake or peel off.

Catalog No. BX 241
2" through
4¾"—f/1.9
5"—f/2.0

4 INCH DIAMETER SUPER SNAPLITE f/1.9

f/1.9 . . . in focal lengths from five up to and including seven inches.

COATED OPTICS . . . for higher contrast and even brighter pictures.

SIX ELEMENTS . . . for the sharpest pictures ever projected with long focal length lenses.

ONE-PIECE MOUNT . . . no threaded joint to admit moisture, dust or oil.

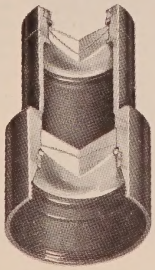
SEALED CONSTRUCTION . . . under normal use, does not need to be taken apart for cleaning.

ANODIZED FINISH . . . no flaking, chipping or peeling to impair performance.

Catalog No. BX 265
5" through 7"—f/1.9
over 7" slightly slower

NOTE: Four inch diameter Super Snaplite projection lenses are available on special order only. Make and model of projector MUST be specified on each order.

SNAPLITE SERIES II f/2.0

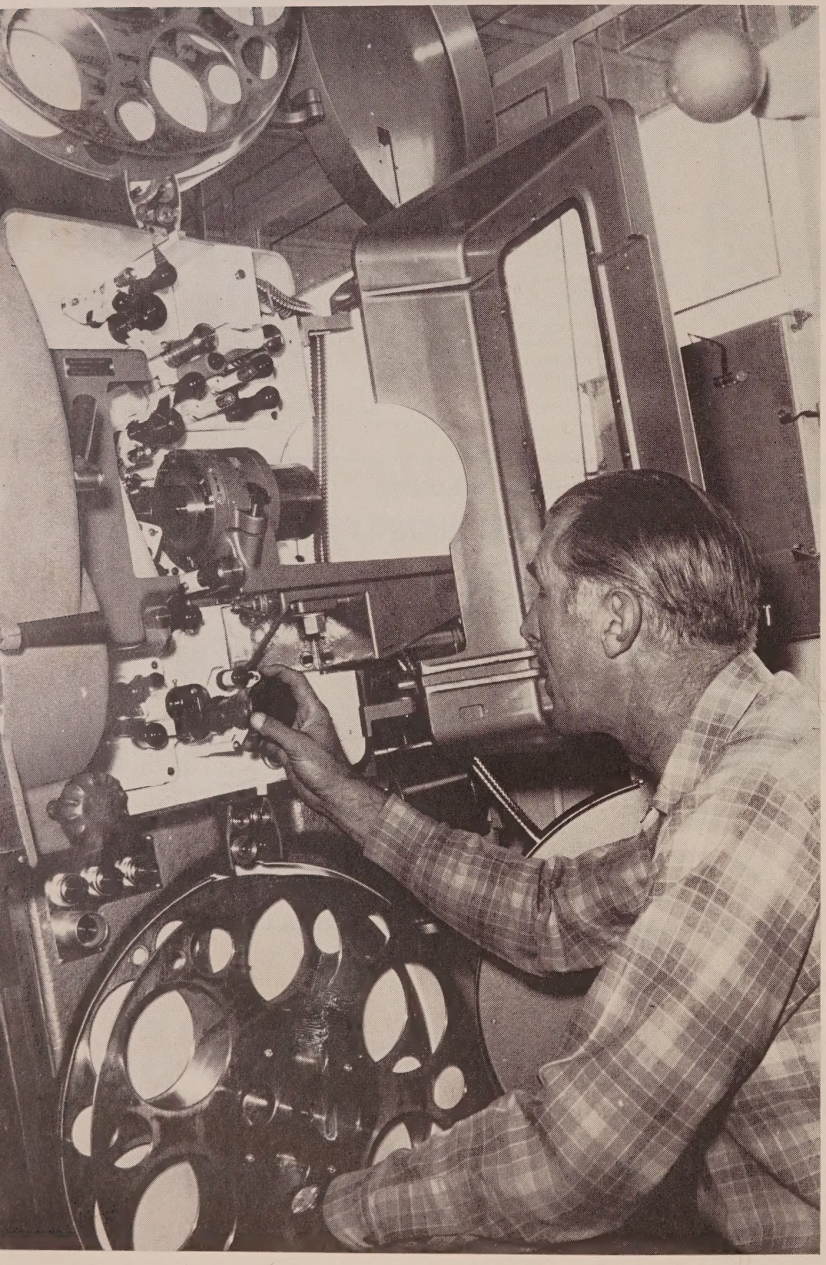


1/2.0 . . . BLACK ANODIZED FINISH
COATED OPTICS
SEALED CONSTRUCTION

Catalog No. BX 163
3½" through 5"—f/2.0
5¼" through 7"—
slightly slower
Above 7"—on special
order.

KOLLMORGEN
CORPORATION
NORTHAMPTON, MASSACHUSETTS

70mm Outdoors



Above photo shows projectionist at the modern North Star Drive-In, Denver, Col. converting one of two new Norelco Universal 70/35mm projectors. With a 135 ft. screen, the North Star is built on terrain that slopes towards the screen providing a natural amphitheatre effect. The two projectors must throw 552 ft. to fill the wide North Star screen with picture. Management of the Wolfsberg Theatre circuit, owners, report that the 70mm picture fills the giant screen with "brilliant" light.

Drive-In Tries 70mm; Says Was Brilliant

Denver Outdoor Owner Calls 70mm Purchase Significant Step Ahead

Norelco's Universal 70/35 mm Projectors are all-around machines capable of projecting films in any of the motion picture processes in current use.

It offers all facilities for large picture projection and multiple track magnetic sound reproduction.

Originally designed for the Todd-AO System, the projector may be set up for 70 or 65mm film having up to six magnetic sound tracks; CinemaScope with optical sound track or Perspecta-Sound; CinemaScope Magoptical prints; wide screen prints of any aspect ratio with magnetic or optical tracks, and standard 35mm films.

The projector can be changed from any one system to any other in a matter of minutes.

One of the novel and progressively planned Drive-Ins of the Midwest, The North Star, Denver, Col., has been equipped with two Norelco 70/35mm Universal projectors. Opened by Wolfberg Theatres in the late summer of 1961, the theatre boasts a screen measuring 135 ft. wide by 60 ft. high. Built on a property that provided a natural stadium or amphitheatre effect, the booth is actually located above the concession building.

The 35mm picture image measures 114 ft by 57 ft., using an E.F. 4.0″ lens with an approximate throw of 552 ft.

The 70mm picture fills the 135 by 60 ft. screen with some overlap using an E.F. 7.5″ lens.

The screen brightness with 70mm operation was measured at 12 foot lamberts.

One of the early programs at this theatre consisted of a 35mm print and the 70mm feature "Alamo" produced in the Todd-AO process. The illusion, sharpness of detail and greatly improved screen brightness from the 70mm print was immediately noticeable.

An official of the circuit described his reaction as follows: "Even though we have felt our 35mm projection was excellent, our showing of "Alamo" in 70mm demonstrated what a significant new step forward we have made. The light from "Alamo" was brilliant (close to three times as bright as widescreen 35mm), and the definition was beyond description."

The North Star is a big outdoor theatre with a present capacity of 1600 cars. It has a modern concession area, and a playground provided with a variety of equipment.

The booth can be converted from 35mm flat and CinemaScope to 70mm in four minutes with the Norelco conversion kit.

By paralleling the six sound tracks on standard 70mm prints, a tremendous improvement in signal to noise ratio can be obtained. The end result is an outstanding improvement in sound quality, even when reproduces through the conventional Drive-In speakers.

NATIONAL PROJECTOR CARBONS

TRADE-MARK

FOR EVERY TYPE OF PROJECTION LAMP

Sold through Authorized Distributors

OPERATING DATA — CARBONS FOR MOTION PICTURE FILM PROJECTION

CARBONS		Arc		Lamp optical system	Approx. carbon consump. rate in./hr.	
Positive	Negative					
Description	Description	Amp	Volts		Pos.	Neg.
Non-Rotating, Reflector-Type Lamps—"One Kilowatt" d-c Trim						
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	40	27.5	11⅜ in. dia *f*/2.5 mirror	5.4	3.2
Non-Rotating High-Intensity Trims						
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	42	35	14 in. dia *f*/2.3 mirror	6.4	3.7
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	46	37	14 in. dia *f*/2.3 mirror	8.0	4.0
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	50	40	14 in. dia *f*/2.3 mirror	9.8	4.3
7mm × 12 or 14 in. "Suprex"	6mm × 9 in. "Orotip" C	55	42	14 in. dia *f*/2.3 mirror	12.0	4.7
8mm × 12 or 14 in. "Suprex"	7mm × 9 in. "Orotip" C	60	37	14 in. dia *f*/2.3 mirror	9.0	3.8
8mm × 12 or 14 in. "Suprex"	7mm × 9 in. "Orotip" C	70	40	14 in. dia *f*/2.3 mirror	13.6	4.3
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	65	40	14 in. dia *f*/2.3 mirror	7.6	3.3
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	75	43	14 in. dia *f*/2.3 mirror	10.8	3.8
9mm × 14 in. "Suprex"	8mm × 9 in. "Orotip" C	80	45	14 in. dia *f*/2.3 mirror	13.8	4.0
Rotating, Reflector-Type Lamps						
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	75	52–56	16–16½ in. dia *f*/1.9 mirror	14.0	3.3
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	80	53–57	16–16½ in. dia *f*/1.9 mirror	16.3	3.4
9mm × 20 in. High-Intensity	5/16 × 9 in. "Orotip"	85	54–58	16–16½ in. dia *f*/1.9 mirror	18.7	3.5
9mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	90	55–59	16–16½ in. dia *f*/1.9 mirror	21.1	2.7
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	95	51–57	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	15.0	2.3
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	100	54–59	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	16.5	2.5
10mm × 20 in. High-Intensity	11/32 × 9 in. "Orotip"	110	59–65	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	24.5	3.1
11mm × 18 or 20 in. High-Intensity	⅜ × 9 in. "Orotip"	110	57–62	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	12.5	2.7
11mm × 18 or 20 in. High-Intensity	⅜ × 9 in. "Orotip"	115	58–64	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	16.0	2.8
11mm × 18 or 20 in. High-Intensity	⅜ × 9 in. "Orotip"	120	59–68	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	20.5	2.9
13.6mm × 18 in. High-Intensity	7/16 × 9 in. "Orotip" Special	135–160	†	18 in. dia mirror	†	†
13.6mm × 20 in. High-Intensity	7/16 × 9 in. "Orotip"	125–135	†	18 in. dia mirror	†	†
13.6mm × 20 in. High-Intensity	½ × 9 in. "Orotip" or 7/16 × 9 in. "Orotip" Special	135–160	†	18 in. dia mirror	†	†
10mm × 20 in. "Hitex"	7/16 × . in. "Orotip"	125	60–64	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	19.5	2.4
10mm × 20 in. "Hitex"	7/16 × 9 in. "Orotip"	130	62–66	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	25	2.6
10mm × 20 in. "Hitex"	½ × 9 in. "Orotip"	135	66–70	16–16½ in. dia *f*/1.9 or 18 in. *f*/1.7 mirror	32	1.7
10mm × 25 in. "Hitex"	7/16 × 12 in. H. I. Solid	138	76	21 in. dia mirror	†	†
10mm × 17½ in. "Ultrex"	7/16 × 12 in. H. I. Solid	155	74	21 in. dia mirror	†	†
10mm × 25 in. "Ultrex"	7/16 × 12 in. H. I. Solid	155	74	21 in. dia mirror	†	†
11mm × 22 in. "Ultrex"	8mm × 12 in. H. I. Solid	195	80		45	
Rotating, Condenser-Type Lamps						
13.6mm × 22 in. High-Intensity	7/16 × 9 in. "Orotip"	125	59	Condenser lenses at *f*/2.0	7.3	2.4
13.6mm × 22 in. High-Intensity	½ × 9 in. "Orotip"	150	65	Condenser lenses at *f*/2.0	14.0	1.9
13.6mm × 22 in. High-Intensity	½ × 9 in. "Orotip"	160	68	Condenser lenses at *f*/2.0	17.5	2.1
13.6mm × 22 in. "Hitex" Super	½ × 9 in. "Orotip" Heavy Duty	170	70	Condenser lenses at *f*/2.0	16.0	2.3
13.6mm × 22 in. "Hitex" Super	½ × 9 in. "Orotip" Heavy Duty	180	74	Condenser lenses at *f*/2.0	21.5	2.5
13.6mm × 22 in. "Ultrex"*	8mm × 12 in. H. I. Solid	265		Condenser lenses at *f*/2.0		
13.6mm × 22 in. "Ultrex"*	8mm × 12 in. H. I. Solid	290	80	Condenser lenses at *f*/2.0	45	

NOTE: *Not carried in stock. Made to order. Carbons burned with short protrusion in experimental water-cooled silver jaws.
†Data can be obtained from lamp manufacturer.

The terms "National", "Union Carbide", "Suprex", "Hitex", "Ultrex" and "Orotip" are trade-marks for products of

NATIONAL CARBON COMPANY

Division of Union Carbide Corporation

270 Park Avenue, New York 17, N.Y.

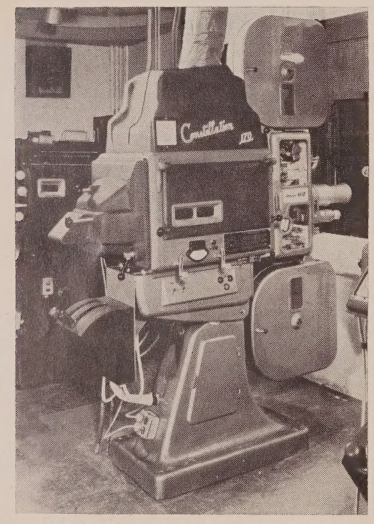
UNION CARBIDE

NATIONAL THEATRE SUPPLY'S

BAUER 'SEVENTY'

The National "Seventy" Projector is manufactured by Eugen Bauer Company, Stuttgart, Germany. Though specifically designed for the showing of 70mm film, the National "Seventy" is quickly adaptable to any of the various 35mm systems (standard, widescreen, CinemaScope, etc.). The well designed projector features exceptionally rugged components, adaptability to all present day sound requirements (optical and magnetic), and quick conversion time that permits scheduling of different features combining more than one film size.

Mr. John E. Currie, vice president of National Theatre Supply, said that seven D-I's have recently been equipped with Bauer National "Seventy" Projectors. These are: The Fairground, Pittsburgh; The Twin, Cincinnati; The Miracle Mile, Pontiac; The Twin, Indianapolis, The Park Vu, Salt Lake City; The Rancho, San Deigo; The Fairyland, Kansas City.



NATIONAL SEVENTY PROJECTOR

All of the parts that require changing when converting from 70mm to 35mm are coded for both the film sizes so that there can be no mistakes on the part of the projectionist. Separate sprockets are provided for each film width.

The sprockets which must be changed when converting are the two feed and take-up sprockets (24 teeth with 35mm, 30 teeth with 70mm), the intermittent sprocket (16 teeth with 35mm & 30 with 70mm), the drive-sprocket on the six channel magnetic sound head (either 24 or 30 teeth respectively) and one roller guide.

The entire sprocket change takes from one to two minutes enabling a program with the two film sizes to be handled easily in the booth. The conversion is further simplified by the fact that the pad-rollers holding the film in the sprocket teeth do not have to be changed. A turn of the eccentric sleeve on the roller bracket suffices for carrying out this adaption.

The film gate and film trap are mounted on steel guide pins and are slipped off in one single motion. The correct, slip-in type aperature is replaced with the trap. The lenses for each film projection system are mounted in quick change holders that can be removed or mounted in place on the projector by loosening or tightening one clamping screw.

Pre-focusing provisions are made so that the lenses for each system will be in focus when used. Should a change in film speed be required it is accomplished by moving the drive motor closer to, or farther away, from the projector mechanism. Two quicklock levers facilitate the change.

The roomy, fully enclosed projector housing includes optical and magnetic sound components as an integral part, rather than separate, added on units. Alignment problems are eliminated; a direct, gear-coupled drive motor may be utilized with a corresponding reduction in shafts and gears . . . and film threading is facilitated.

Converting of the magnetic sound head from 4 to 6-channel sound reproduction is unnecessary, for the sound head contains two separate scanning beams: one for 35mm four-channel and one for 70mm six-channel film. A switch-over device, set in motion automatically when the film is laced over the magnetic scanning head appropriate to its particular width, prepares the amplifier equipment automatically for reproducing from either four or six channels, while assuring maximum possible life of the heads.

The optical sound head is an integral part of the projector mechanism. It is equipped for reproducing the sound from normal optical tracks, and at the same time, enables the scanning of those working on control-frequency systems (Perspecta Sound).

CINEMECCANICA'S NEW

VICTORIA-8

Cinemeccanica's new Victoria-8 70/35mm projector is designed along American production principles for 35/70 mm projectors. The projector is a separate unit as well as the optical sound reproducer and the magnetic sound reproducer.

Both water-cooled and air-cooled, the new Victoria-8 uses a conical-type shutter. The projector is designed to fit and operate with all standard American as well as foreign manufactured 35 and 70mm sound equipment.

An advantageous feature, especially to exhibitors who cannot decide whether or not to purchase 70mm equipment, is that the Victoria-8 projector and the Victoria-8 optical sound reproducer can be purchased initially for 35mm operation only and with a very simple, inexpensive kit, can be expanded by any competent projectionist in the booth to operate 70mm film.

The Victoria-8 70/35mm is just being introduced in the United States.

Currently available is the standard Victoria-X 70/35mm machine. Cinemeccanica, Inc., the manufacturers of our Victoria-X projectors, has been selling these machines in a package form well-known as the Victoria-X Duplex. This projection equipment was designed with the important aim of obtaining operation conditions suitable for 70mm operation. It is completely equipped for immediate conversion to 35mm and offers the additional advantage of being adaptable to 70mm components after initial purchase for 35mm use.

Some of the features of the Duplex are as follows:

Duplex Features

As incorporated in the Victoria-X 70/35mm All Purpose model, a few other outstanding features of the Duplex equipment are as follows:

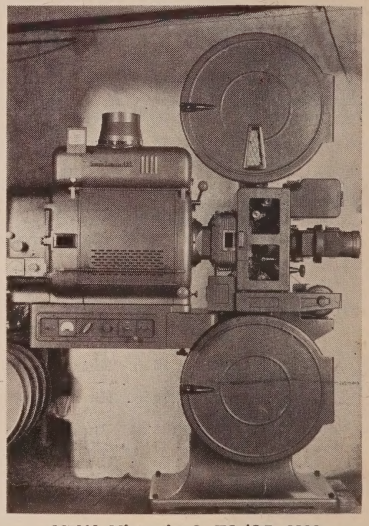
Exceptionally large diameter sprockets, permitting them to be geared to a lower speed, reducing wear on sprockets, shafts and bearings. These large diameter sprockets also provide a large surface contact or wrap for the film, resulting in more constant sprocket tooth engagement with film.

Aperture cooling of the curved gate is effectively maintained by a dual water and exceptionally quiet air cooling system. A textile air filter prevents any dust being carried by the cooling air which keeps the film consistently cool at all times.

All the rotating parts of the mechanism have parallel axes and very smooth reliable and accurate operation is obtained through elliptoid cylindrical gearing and the elimination of belt drives.

Constant lubrication is effected by means of a geared pump with both magnetic and mechanical features which continuously distributes the lubricant through a tubular artery system to all bearings and gears.

The precision balance of the silent gear train of the total mechanism results in a minimum of strain on every moving part when in operation. This not only increases the life span and efficiency of all moving parts, but produces a very quiet operating projector.



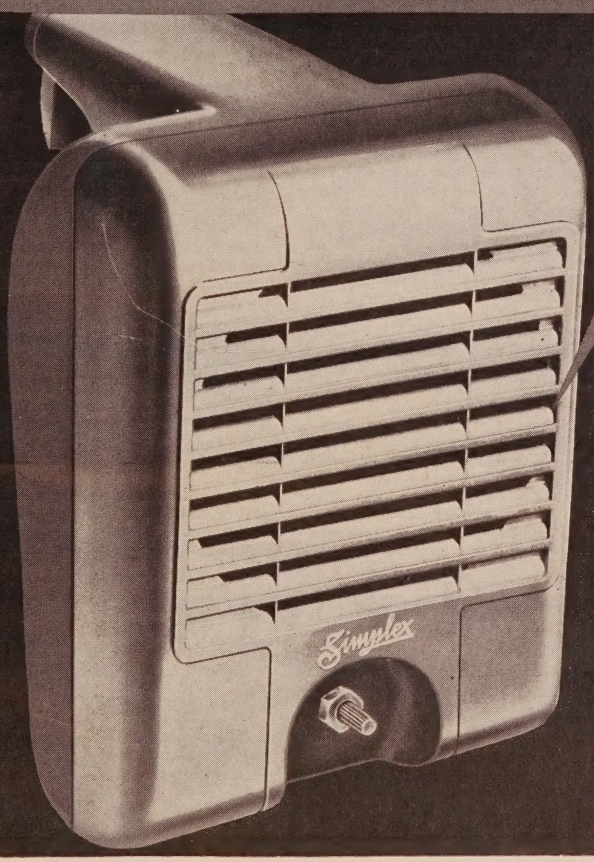
NEW Victoria-8 70/35 MM

As used in motion picture production and recording, all motors are the more efficient and dependable three phase type offering stability, coolness of operation and long life. As inertia effects and film speeds are both greater with 70mm film than with 35mm, a special heavy projector stand is used to scientifically position the projector, reducing to an insignificant figure any mechanical vibrations, which offers rock-steady projection.

To sum up, the Victoria-X Duplex offers theatre owners the opportunity of immediately obtaining operating conditions suitable for future 70mm films while retaining the approximate original investment and general immediate operation of new 35mm equipment.

The famous Simplex Speaker speaks:

"I sound better . . . I last longer . . . I cost less . . . I can't be tampered with . . . I'm completely weatherproof . . . I have more features than any other speaker around . . . and do you know there are more than a million other speakers like me in use today?"



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IN-A-CAR **SPEAKER**

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SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Motion Pictures In The Air

Commercial Airplane

Passengers Enjoy Feature Films In-Flight

• It took many years and the most forward-looking developments of modern science to make possible the showing of motion pictures in the air during jet-age travel. Modifications of instruments and equipment, which have already accompanied men into space, have been adapted by Inflight Motion Pictures, Inc. in order to perfect an automatic, unattended, precisely-engineered and totally safeguarded projector, capable of showing motion pictures in all aspect ratios, under all flight conditions, without darkening the cabin or disturbing passengers engaged in other pursuits. New advances in optics, both in the projection equipment and on the screen, had to be perfected to make this possible. New, lightweight audio equipment, designed specifically for the ambient noise levels of jet aircraft, was created, still maintaining full fidelity and a sense of stereophony for the listener. Until these ultra-modern motors, transistors, plastics, lenses, sound systems and safety regulators were brought to a peak of perfection, the idea of showing new film entertainment in the air could not overcome the most difficult of air problems: weight and attendants. The equipment has been tested and re-tested under the most adverse conditions and, not until almost five years from the day he started, did David Flexer, president of the company, apply for and receive approval of the installation by the Federal Aviation Agency.

THE PROJECTOR

The Inflight projector is fitted into a Retro-fit kit, 3′ x 3′ x 1′, which is built into the ceiling and is a permanent part of the aircraft. It is been designed so that it does not disturb the lines of the cabin roof. The projector itself weighs 60 pounds. With fully-loaded reels of fireproof safety film, another 15 pounds is added. The projection equipment is mounted on a Hexel aluminum pallet, which is standard material for the wing sections and floors of the aircraft itself. The mechanism will start at the flick of a switch on the flight engineer's control panel and can run, without interruption, for two hours and fifteen minutes.

The projector operates on 400 cycle current which is standard on the aircraft. It is equipped with automatic safety devices, regulators and adjustors, which will go into operation if the film breaks, if there is malfunction in the high-precision motors, if the equipment's special cooling system fails to keep the overall temperature at the correct level—and when the show is completed. Newly-designed torque controls keep the film moving within precise tension limits.

The projector can show any film now made in any aspect ratio and in any anamorphic process. Its lenses are variable, which makes it possible to show films in any screen size, both standard and cinemascope.

THE SCREEN

The screen on which the motion picture will be exhibited is the result of ultra new developments in both optics and in synthetic fabrics. It is 48″ x 24″ in dimension and weighs only three pounds. It is lenticular in construction, with over 100 microscopic lenses to the square inch, which create a serrated, hill-and-valley surface for the projected image making it possible to furnish a sharp, vividly-defined picture in full daylight or even under full artificial light in the cabin. The multitudinous lenses intensify the projected picture and the valley surfaces act as a reflective lens, so that black-and-white images will lose no gradations of mood or depth, and color images will have full hue, value and intensity.

The screen is tilted in position to insure easy, comfortable and fatigue-less viewing from every seat, including the very first row.

THE EAR SETS

Every passenger is handed a sterilized ear-set in a sealed plastic container. Included are individual foam rubber ear pads, which are discarded after every use. The ear set itself is sterilized after every use.

Made of new plastic materials, its total weight is a fraction under one ounce. The ear sets have been designed to conform to the normal contours of the human ear. They can be worn for long periods without fatigue or discomfort.

Careful audio engineering has made it possible to deliver the sound signal to the ear sets, with a one millisecond time lag between the two ears, which creates a surround sense of stereophony.

They are especially designed for the ambient noise level of jet travel to provide fullest fidelity for both dialogue and music. They can be comfortably worn while dining.

THE AUDIO SYSTEM

Each passenger seat is equipped with a special movie audio installation, set comfortably and conveniently in the table along its front edge with ear set receptacles and individual volume controls. The jack of the special ear phones supplied is plugged into a jack which is surrounded by an individual volume control, making it easy to adjust the sound level to the individual's preference.

The aircraft has been specifically wired for the audio system with materials of the most exacting specifications.

The Inflight Motion Picture sound system is independent of the aircraft's central speaker unit. Once it is in operation, however, any message from the captain or the cabin attendants can be piped in if it is considered necessary.

THE FILM FARE

Inflight Motion Pictures has arranged with leading producers of motion pictures in Hollywood, both directly and through their distributors, to show the newest and the best films now being made. Often they will be available to Inflight before they are shown anywhere in the United States or elsewhere in the world.

Almost all films will be in English, mostly of U.S. origin, with perhaps a few of the very best from British producing sources. On occasion, the best films from other countries will be included, usually with an English sound-track added.

Inflight will provide new first-run motion picture entertainment, with additional material from time to time, such as newsreels, cartoons, travelogues and the like. Programs will be changed weekly.

Inflight technical and supervisory personnel will be stationed in terminal airports throughout the world. They will inspect the equipment after every use, check its regulators and controls, re-wind or change the film program, check the sound levels and the projection focus, adapt the lenses to the proper ratios, remove the used earsets and supply the necessary sterilized number to keep the aircraft's complement full, discard all used ear pads, replace the projection bulb at the proper time and, generally, insure the satisfactory operation of the total installation.

In case of schedule changes, delays in arrival or departure, they will be in constant communication with main air traffic control centers to keep the service uninterrupted.

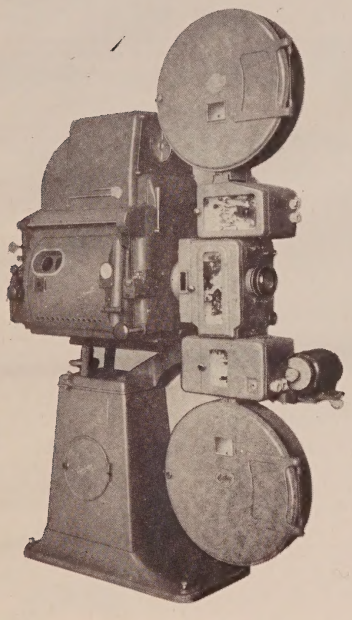
A 16mm projector in an overhead compartment projects onto the 2′ x 4′ screen shown above.

Individual headsets permit passengers to hear the soundtrack without disturbing others.

Century PROJECTION AND SOUND SYSTEMS

TRY THE *NEW* CENTURY PROJECTOR

. . . you will be ahead with CENTURY for years to come!



CENTURY'S standard or new 35-70mm projector

The NEW CENTURY projectors have more *desirable features* than any other equipment. You will find no "gadget improvements" on CENTURY equipment — everything is scientifically arrived at — to give you *full dimensional* reproduction of picture and sound, with trouble-free operation.

HIGH EFFICIENCY MECHANISMS. CENTURY projectors require almost no maintenance. They contain fewer parts (10 gears where others require up to 23) in simple arrangement so that stress and wear are at a minimum. The ingenious design of the main drive shaft eliminates the pinion and stud unit of the soundhead coupling and provides a more positive trouble-free drive. Fewer gears and shafts mean less trouble, lower maintenance, less vibration, sharper pictures . . . finer projection.

CLEAN, TROUBLE-FREE OPERATION. CENTURY has reduced lubrication headaches. There are no oil sprays or oil baths to mess up film and projection room. Oil-less bearings and glass-hard steel gears rule out bindups.

MAXIMUM LIGHT PROJECTION. The mechanism is designed for f/1.5 optical system and 4" diameter lenses and will accommodate the latest high-intensity arc lamps.

WATER-COOLED PROJECTOR APERTURE. Another CENTURY-introduced design, now widely used. CENTURY'S non-condensing, slide-in, water-cooled aperture is a model of simplicity to use but it will pay big dividends in improved projection.

CURVED FILM TRAPS & GATES. CENTURY curved gates are patterned after the well known CENTURY film trap and gate. The new curved film trap features solid fixed shoes. This sturdy precision design, provides positive positioning of the film—therefore positive focus. The aperture plate was designed as an integral part of the film trap which serves to maintain the correct focus.

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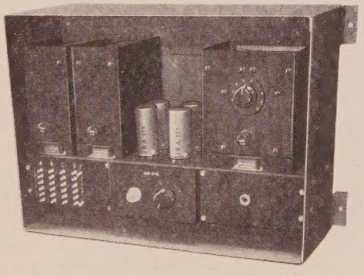

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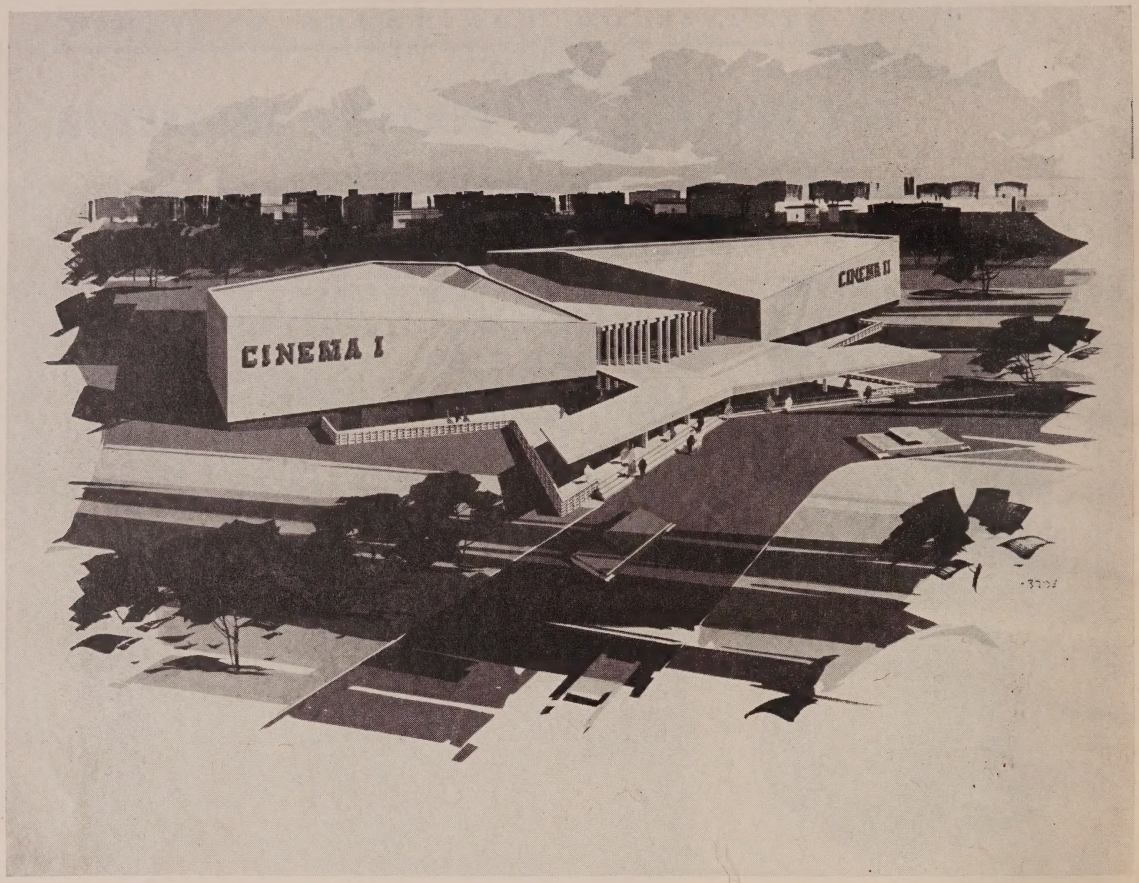

TWIN CINEMA •

Philadelphia, Pennsylvania

The announcement of the construction of a highly modern new twin indoor theatre in the Northeast Shopping Center, Philadelphia, was made by Robert E. Simon, president of the shopping center and Richard A. Smith, president of the General Drive-In Corporation, a national theatre chain.

Designed to give the ultimate in comfort and convenience to its suburban audience, the theatre will be named the "Twin Cinema." Present plans call for the construction of two 1,000 seat theatres joined together by a common lobby.

The theatres will feature the latest and finest in theatre appointments with huge 54 ft. screens enveloping the entire end walls.

The "twin" concept will make it possible for patrons to virtually attend performances at their own convenience. It is the managements intention to schedule feature showings every hour on the hour. The unique design of the Twin will make this unusual policy possible.

The design of the proposed twin will also serve to eliminate traffic congestion and box-office lines as a result of constant patron turnover.

Free parking spaces will be available, which, in itself could eliminate one of the great objections and inconveniences of theatre attending.

It was announced that the twin house would, on occasion, present different features in each theatre to take advantage of the many excellent productions which might otherwise be passed over for lack of time and facilities.

With comfort and convenience as the watchword, the theatre will have reclining seats on an inclined floor, permitting patrons to pass between rows without causing anyone to rise from their seat, and give an unobstructed view of the screen from any seat in the house.

Projection and sound for the Twin will include the latest and best available. The air conditioning system has been engineered to change thermostatically from cooling to heating as needed, and the theatre will be acoustically treated throughout. Stereophonic hi-fi speakers, concealed in the walls surrounding the auditorium will provide the audience with the best in sound.

This General theatre will also have a lobby art gallery, a feature that has been incorporated into the design of many of the chains existing houses. The construction program has been scheduled to permit a late summer opening.

The designers of the Twin Cinema, in planning for an inclined seating arrangement in the two spacious auditoriums, have made provisions for maximum space utilization by conforming exterior shape to interior space requirements.

The large 54 ft. screens will take up the entire ends of the oppositely positioned auditoriums, which will be of a V-shape, with the auditorium widening in the rear until it reaches the full width of the Twin's lobby.

A gracefully shaped portico will cantilever out and provide patron protection in inclement weather, as well as grace the front of the dramatically designed theatre.

General Drive-In Corporation, rapidly establishing itself as a leader in pioneering new approaches to design in indoor theatres, and in location of new houses in shopping centers, will incorporate many of the most modern features found in its other new houses into the new Twin Cinema.

In the chain's Pompano Cinema, completed in late 1960, General had tried such new approaches as employing continental seating arrangements throughout (one off-center aisle with wide seat spacing) and emphasizing additional theatre usages by incorporating an extremely spacious lounge and art gallery into the theatre's design.

Drive-In Resurfacing

Now's The Right Time To Do Ramps And Aisles

Drive-In owners should begin planning now for any restoration of their theatres, since the worst of winter is behind. One item that always deserves careful consideration is the coating or resurfacing of ramps and aisles. If this work is left undone, the outdoor owner faces the prospect of a dust bowl during dry periods, and impassable mud during heavy summer rains.

If you are already contemplating oil-treating ramps and aisles, or entrance lanes, now is the best time to get started. Check and see if the ground is well thawed beneath the surface. In most areas, this will be the case, and work can begin immediately.

By beginning oil treatments now, deepest penetration of early coats will be assured and a packing effect will keep later applications "high" or close to the surface during dry spells.

Rolling and dragging will fill and depress much of the frost expansion damage due to winter freezing and thawing. This is an opportune time to see if ramp heaving has damaged wiring.

Deep potholes and depressions that resist rolling should be cut out and filled with new foundation and surface material. Hot asphalt mix has been found to be extremely effective in filling in these depressions.

After patching, a heavy wire-galvanized "drag" should be drawn over the surface. These "drags," approximately 10 ft. square, will evenly distribute the accumulated grit piled up by washouts and erosion.

Often the Drive-In owner will find the prices of a paving contractor below the costs he would incur if he undertook the work himself. If damage is not extensive, the owner may want to have his regular maintenance crew do the work. In this case, he may avail himself of one of the many excellent preparations now available for resurfacing that do the job quickly and easily.

One new sealer currently being offered is easily applied with inexpensive equipment. Small jobs can be handled by one or two persons and extend the life of surfaces already paved with asphalt, as well as providing an easy-to-clean aisle and entrance-exit surface.

For large scale applications, surfacing such as that manufactured by The Monroe Co., Cleveland, Ohio, can be applied with rental spray equipment available from the manufacturer.

The use of sealer and oils early in the warm weather season has always paid dividends for the drive-in operator. Remember, there is nothing that will do more (other than mosquitos) to discourage your patrons from returning than having to choke on dust filled air every time an automobile passes on a dried out aisle surface.

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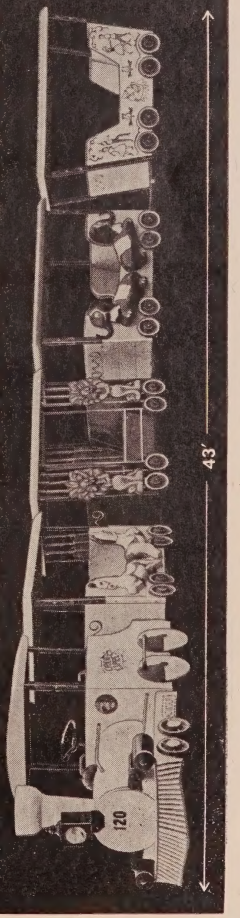


Fairyland D-I Features Clean Modern Lines

Kansas City Outdoor Theatre Covers Forty Acres, Can Accommodate 1,700 Cars In Viewing Area

The Fairyland Drive-In, Kansas City, Missouri, was opened in September, with Ruben Finkelstein as president, and Nate Brancato, manager.

The theatre covers a total of 40 acres, has parking for 400 cars in front of the box-offices, and a total capacity of 1,700 cars in the viewing area.

The location adjoins Fairyland Park, the largest amusement park in the area, and is regarded as an asset since it pulls amusement-minded people to the area. After parents give their offspring a whirl on the amusement park rides, the entire family settles down to a movie at the drive-in.

The concession building, housing a 50 x 80 foot serving area, and a 24 x 60 foot kitchen and offiice area, is cleanly designed with plateglass on three sides. It is surrounded by a large paved area within which the projection building is located.

The four cafeteria lines, all of which lead into the main entrance to the kitchen, are designed in "snake fashion" to make crowds look smaller than they are and eliminate business that is lost when people see too many people waiting.

The building is Y-shaped, made of brick and steel, and is designed to do $2,500 worth of business in an evening, according to the management.

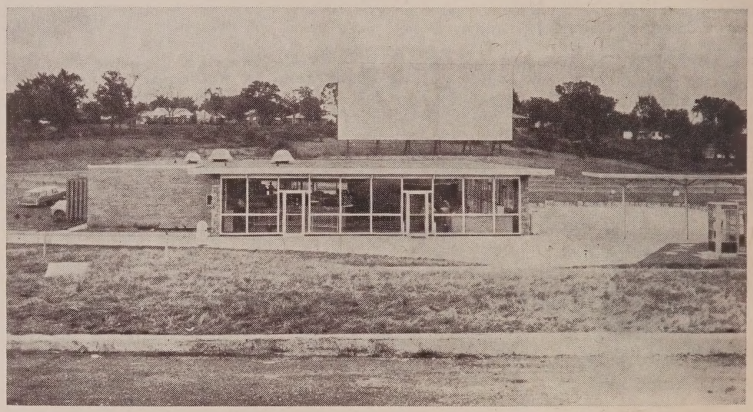
Equipment includes a pizza pie oven from which cheese and sausage pizzas are made, a Manley popcorn machine, Toastmaster french fryers, Hotpoint griddle, and Koch refrigeration. The serving lines feature counters which have self-service compartments recessed in the top, and a popcorn unit with a capacity of 50 sacks.

A quality hamburger, prepared in advance and placed in foil bags to retain flavor and heat, is helping get the concession operation a growing share of the family dinner trade, it is reported. The burgers are prepared in balls which retains the flavor and moisture, and then seared which gives an appetizing glazed effect.

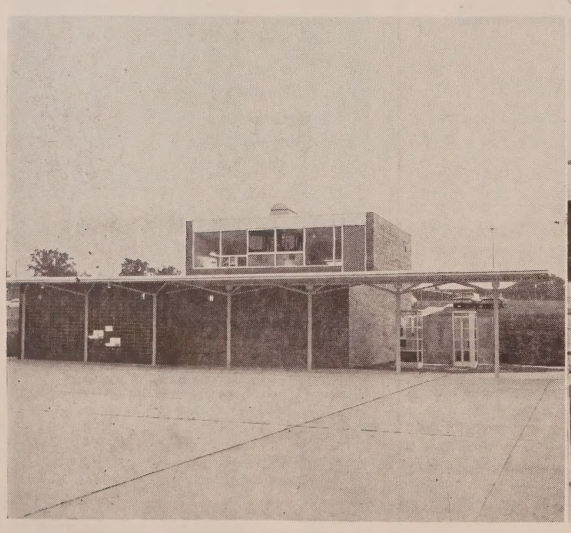
A special service provided customers is free filling and heating of baby bottles, in addition to a play area for youngsters. The play area is located near the concession center where parents can watch their children and enjoy refreshments.

The concession operation is designed so that it can be operated with a staff ranging from three to twelve persons; and, it has been reported, they have constantly served over 1,000 people a night during the 20-minute break.

Projection equipment at the Fairyland Drive-In is the German made Bauer U2 35 and 70 mm equipment. The Constellation 170 Super Simplex lamps were furnished by Strong Electric Company of Toledo.



Built along clean, contemporary lines, the concession center features maximum installation of plateglass on three sides with entrances and exits on each side. Facilities include 50 x 80 foot serving area, 24 x 60 foot kitchen and office area. It is geared to do $2,500 worth of business per evening. The 60 x 140 foot aluminum screen is in background.



Projection building houses restrooms on lower level with the 36 x 45 foot projection room overhead. Projection features dual 35 mm and 70 mm equipment.

"Snake" design of the serving lines tends to make crowds in line seem smaller than they are and eliminate problem of people frightened away when they see too many people waiting service.

Rack For Self-Sell

Rack merchandising, the popular sales technique of displaying small retail wares on racks or pegs, has received a boost from a new piece of equipment which sells automatically. The self-sell of specially designed carded articles is thus combined with controlled self-service, solving the problem of pilferage of tempting items.

The Vendo Automatic Rack Merchandiser sells 110 articles from coin-operated dispensing rods which are controlled from a central panel. The customer notes the price of the item he desires, deposits nickels, dimes or quarters in any order in the coinage panel, and presses a button at the end of a rod to remove the article he has selected. An automatic catch prevents a second item from being slipped off. The equipment makes change and sells prices ranging from 5 cents to dollar in nickel increments.

The automatic rack merchandiser is designed for "supervised self-service" at semi-attended locations where sales of small items present a problem, such as drug stores, discount houses, hotel and motel lobbies, service stations, supermarkets, restaurants and lunch counters, beauty and barber shops, drive-in theatres, travel terminals, bowling lanes and other recreation areas.

Any item which can be packaged on a card not exceeding 9 inches in length and 5 inches in width may be sold by the new equipment. Popular selections include cosmetic and health products, toys, sundries and notions, articles of clothing, stationery supplies, household items, hardware, pet needs and souvenirs. Blister packaging, skin packaging and other advanced display techniques are used for the various items.

"Although merchandise is attractively displayed and readily accessible, the problem of pilferage is practically eliminated by this automatic equipment," says Spencer L. Childers, executive vice-president of The Vendo Company, manufacturer of the rack merchandiser. "This is an important benefit to the location owner in addition to savings in effects in manpower.

"In many places, the amount of labor required to make numerous small sales is out of proportion to profits realized. By selling, serving and collecting automatically, this equipment frees clerks for other duties, allowing maximum utilization of time.

"This is the first time controlled sales of articles in open display cases have been made possible. It opens new markets to manufacturers of numerous items, making their products available in locations where otherwise it would be impossible to sell them."

Other benefits listed by Childers for the automatic equipment include "full view" display of all items. "Each item is visible at a glance in the vertical arrangement provided by the merchandiser," he said, "and the one-behind-the-other classification promotes orderliness, making it difficult for merchandise to be 'lost.'

"This greatly facilitate taking inventory. The location owner or the rack jobber can easily see what items need to be re-stocked and an up-to-the-minute appraisal of the entire selection is always available."

The double-section merchandiser has a total capacity of 1,100 items, depending on thickness of the individual packaged articles. It has lighted display signs, is 8 feet long, 6 feet tall, and 18 inches wide at the base. It was introduced at the convention of the National Automatic Merchandising Association last year in Chicago.

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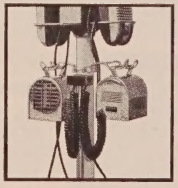

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New Xenon Projection Lamp

The Xenon light source for motion picture projection recently introduced by the Strong Electric Corporation possesses a number of unique features which have proven of great interest to exhibitors and projectionists.

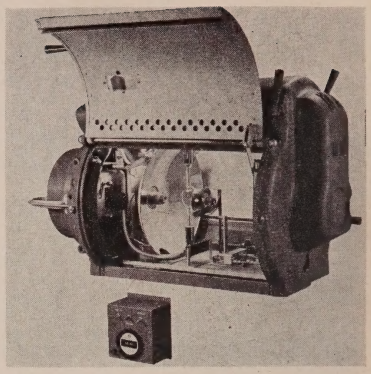
An important advantage is the steady, flickerless, pure white light with no discoloration at the screen.

"The brightness of the screen as a function of the light source depends on two principal attributes - (1) the brightness per-unit-area of the source itself, and (2) the optical efficiency of the projection system. Since various light sources are able to utilize almost identical optical efficiencies for projection, the screen light then becomes largely the function of brightness per unit area of the source.

The incandescent filament type source for projection has a brightness of approximately 35 candles/mm^2 whereas the xenon source such as used in the X-16 has a brightness of approximately 500 candles/mm^2.

On the other hand, the high intensity carbon arc has a brightness of approximately 1000 candles/mm^2 and the most powerful blown arc has a brightness of approximately 2000 candles/mm^2.

The xenon source is actually an arc between two tungsten electrodes enclosed in a quartz envelope and surrounded with a xenon gas atmosphere. Due to the fact that the electrodes are surrounded with the xenon gas and the accompanying absence of oxygen, the tungsten electrodes are consumed extremely slow, over a time of thousands of hours. Since the electrodes are consumed very slowly, there is an absence of any problem relating to the focus drift of the arc in relation to the optics, and consequently when the focus of the xenon bulb is once established at installation, it is not necessary to adjust the controls periodically as is necessary when replacing electrodes of other types."



XENON LIGHT SOURCE

The spectral composition of the light makes it possible to show color films brilliantly and with excellent color reproduction. The color of the light is independent of voltage variations of the power line supply.

Extremely even distribution of light throughout the total screen area is instantly recognized. A 3⅞-in. diameter auxiliary reflector is used in conjunction with the 14-in. diameter main reflector. The Xenon light source has another greatly appreciated advantage in the fact that a minimum of heat is projected to the aperture plate and films. Finger burning on the aperture is a thing of the past with the X-16 projection lamp and the film runs so cool as to stay in perfect focus, there being no buckling due to projected heat.

Easier maintenance and cleaner equipment with utmost simplification of operation are added plusses which projectionists like. The use of Xenon arc bulbs accordingly also greatly extends the life of the projector.

There are no moving parts employed in the light source and no special cooling is required.

The cost of replacement of the 1600-watt Xenon bulb, together with that of electric current, is little more per hour than the cost of current and carbons for operating the 46-ampere high intensity carbon arc projection lamp. These Osram bulbs, operating at 63 amperes 25 volts new and 70 amperes 28 volts aged, have a life expectancy of 1500 hours average. The higher power required when aged is to compensate for a slight darkening of the envelope as time progresses.

The Xenon lamp is started with a momentary high voltage surge similar to an automobile ignition system and then operates on direct current.

The lamp will produce 9000 lumens through a 35mm old standard aperture and 11,000 lumens through a Cinemascope aperture without shutter running. This is sufficient to well light screens up to 28 feet in width, which are common with theatres seating up to 800 patrons.

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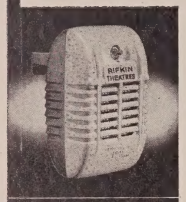

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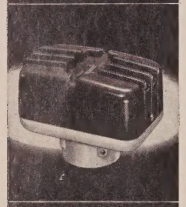

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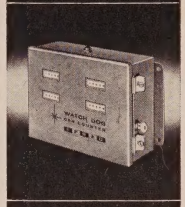

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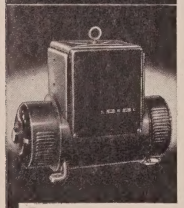

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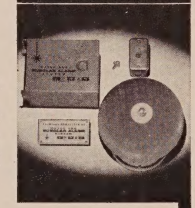

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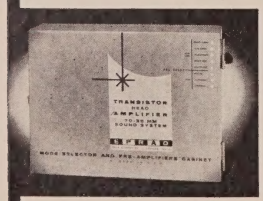

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Screens Now Brighter Than Ever

New Materials Increase Screen Brightness

Motion picture screens are better today than ever before in the history of the theatre. Not only has the reflecting surface been made brighter but with an increase in gain it has been possible to greatly improve side viewing conditions. Pearlescent pigments are responsible for increased efficiency. These pigments have been available in artificial form for many, many years and now there is available to manufacturers a natural pearl essence of unusually high purity. The lustre of this natural pearl surface not only increases initial brightness gained but the optical performance at wide viewing angles is of a high standard. The unique orientation of the pigments in the plastic mix accounts for this.

Also available on the market today is a surface that has anti-static qualities and which is claimed to repel the attraction of dust. The industry has recognized the dust problem for a long time. Even with the protection of a screen curtain, the picture image is nevertheless exposed all during operating hours to a large volume of air in motion. Dust-laden atmosphere accounts for an average light loss of 10 to 15 percent each year. This, together with normal oxidation, accounts for regular deterioration of the reflecting surface. Now, for the first time, the dust problem can be materially reduced and the efficiency of the reflecting surface maintained for a longer time.

Projectionists everywhere have read with great interest the report of the now defunct Motion Picture Research Council on the problems of screen brightness in outdoor theatres. The fact that their investigation showed some 57% of all drive-in theatres surveyed had center screen brightness levels under three foot lamberts comes as no surprise. Indoor standards are 9 to 14 foot lamberts of reflected light, leaving most drive-in screens far short of what is considered a satisfactory level.

There are, however, one or two compensating factors which must be taken into consideration. Firstly, visual acuity, which in simple terms is the ability of the human eye to perceive detail, increases as the size of the picture image increases. Therefore, the very large size of modern drive-ins is in itself a great help to the eye even though light is lacking. What is known as a satisfactory picture is the result—satisfactory in the sense that the public accepts the presentation without complaint. This should not deter anyone from trying to improve a situation that definitely needs improvement.

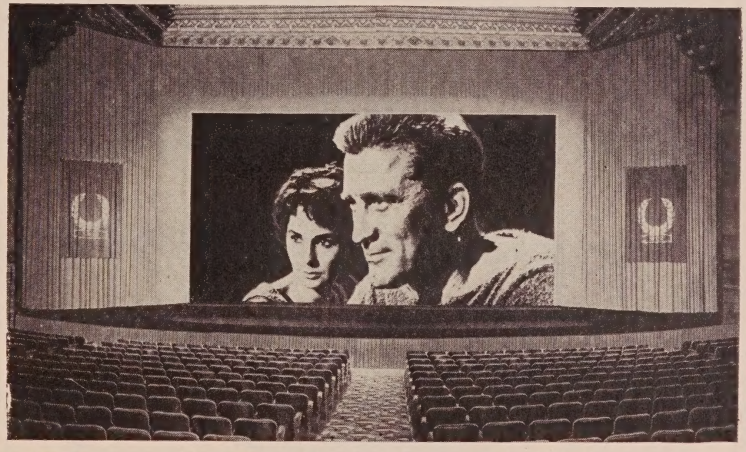
Secondly, the usual combination of arc light and a reflecting surface that creates light that is predominantly in the yellow-white part of the spectrum enables the human eye to respond well. Hardy and Perrin in their "Principles of Optics" show that the response curve of the eye is greatest in that portion of the spectrum between green and yellow. This means that the threshold of vision is greater in this area than it is say, for blue or red. It should be clear at this point that a properly designed reflecting surface is of the greatest importance. Fortunately, a pure white surface is perfect although its brightness gain leaves a lot to be desired. However, combining available reflecting surfaces with modern light sources permits the average drive-in to get by. This is really not enough. Effort is constantly being expended by many in the industry to improve the situation.

So far, reflecting surfaces of higher gain have made some progress but the problem requires a substantial expenditure of money. New surfaces have been planned but many cannot lick the problem of weathering, normal expansion and contraction and screen surfacings that are not uniformly applied and in perfect alignment, panel to panel, from side to side and from top to bottom. Applying higher gain panels on top of existing surfaces will, in most cases, make the new panels appear like a mosaic, simply because they cannot be perfectly aligned.

The most commonly used surface application is still white projection paint because of its comparative ease of application and its reasonable cost. It can also be removed without too much difficulty when complete retreatment is necessary.

758 SCREENINGS FROM ONE 70mm PRINT

with NORELCO 70/35mm projectors at the RKO Pantages



A "technical triumph" in the field of motion picture projection! That's what it was called when a single Super Technirama 70 print was used for the entire 61 week run of "Spartacus" at Hollywood's Pantages theatre. By comparison, the life of the average 35mm print is 200 runs!

According to Universal-International's engineering chief, Walter Beyer, this unprecedented durability was due to the installation of new Philips-Norelco projectors and careful handling of the film by the theatre projectionists.

As more and more great 70mm attractions are produced, more and more theatres will naturally depend on the famed Norelco 70/35—the time-tested and proven 70mm projector now used in twice as many theatres as all other makes combined.

Get all the facts about the complete line of Norelco motion picture equipment from your favorite theatre supply dealer today!

Norelco® MOTION PICTURE EQUIPMENT DIVISION

Universal 70/35 Projectors

NORTH AMERICAN PHILIPS COMPANY, INC. 100 EAST 42nd STREET, NEW YORK 17, N.Y. • OXFORD 7-3600

Simple Maintenance Controls Pipe Corrosion

Water Lacking Minerals Such As Alkaline Salts More Likely To Corrode Pipes Than "Hard Water"

The presence of copper and brass pipes in water systems, strange as it may seem, does not guarantee that repiping is not necessary. The realization of this fact, according to H. L. Shuldener, president and technical director of Water Service Laboratories, Inc., of Philadelphia, Washington, D.C., and New York may avoid expensive repiping jobs.

Any building, says Shuldener, can be in virtually perfect condition, and still, unknow to the building owner or operator, need a thorough or complete repiping job in their water system. It is very important, he adds, that those operators realize that "no metal is immune to corrosion."

Many metals have been heralded as being entirely corrosive-proof. Brass is one example. Now, says Shuldener, it is common knowledge that yellow brass can be corroded by various types of water, especially if it is hot water. Water on the East Coast, in spite of its purity for drinking purposes, can stop the flow of water by deposits of rust in iron pipes. In buildings of more than one level, it is first noticeable on the uppermost floors, when water is being drawn from below.

Shuldener is careful to remind building owners that more than the wages for plumbing services are responsible for the high repair and replacement cost of water pipe systems. In addition to plumbing costs, there are many incidental labor and material costs, such as plaster, paint, and tile work.

Conceding that there are many differences of opinion as to the durability of various pipes, Shuldener says that this diversity is due mainly to the composition and characteristics of water supplies in different geographical locations. Although this is an important factor in deciding the susceptibility of pipes to corrosion, he says that it is often completely overlooked.

Your local water supply, he says, is a dilute water combination of atmospheric oxygen and carbon dioxide, which are rain-dissolved, and mineral salts—bicarbonates, sulphates, calcium and magnesium chlorides —dissolved from the earth's crust. These salts are the elements which give water its "hardness." It is important to remember that these particles are dissolved in a water solution, says Shuldener; because, as sugar dissolved in coffee cannot be removed by filtration, these dissolved particles cannot be removed by filtration.

The corrosion of pipes, primarily resulting from the cooperation of dissolved oxygen and carbon dioxide, is usually less prevalent in water which is hardened by large amounts of the above-mentioned alkaline salts. This is because these minerals leave a deposit of calcium carbonate on the walls of the pipe. The so-called soft water, lacking these minerals, are more prone to corrosive action.

Although some municipalities add an artificial coating to their pipes. Shuldener says these, under certain conditions, are not as permanent unless the water composition is stabilized to maintain the coating.

In addition, hot water is more corrosive than cold water; hence, the frequent recommendations for more expensive hot water facilities than those needed for cold.

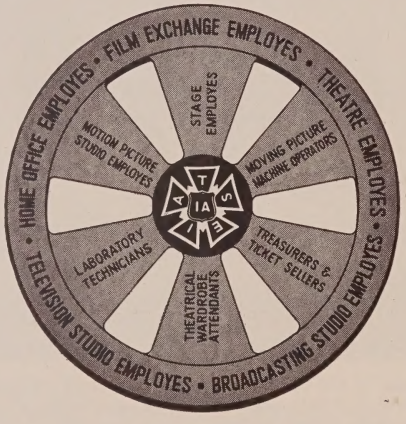
Listing a few of the corrosive effects on various pipe materials, Shuldeners notes that iron piping usually becomes clogged with rust, resulting is a loss of carrying capacity. This may also cause the "red" or rusty water nuisance, if some of the fine rust particles remain in the water.

Corrosive waters on brass causes the dissolving of the copper-zinc alloy. Leaks may then occur at the threaded joints, where the metal is thinnest. Also, when repairs are attempted, the pipes break easily.

A common nuisance caused by corrosion in copper pipe is green strains on the plumbing fixtures. When such conditions are present, and soap is added to the water, the water will turn blue.

International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada

Affiliated with the AFL-CIO



RICHARD F. WALSH
International President

HARLAND HOLMDEN
General Secretary-Treasurer

Suite 1900
1270 Avenue of the Americas
NEW YORK 20, N. Y.

Some communities have reduced the corrosive characteristics of water by chemical treatment. The addition of lime or soda ash to increase alkalinity and reduce carbon dioxide content is the common method, according to Shuldener. In this way, less expensive pipes are extended in their useful life, resulting in a good reduction in expensive pipe repairs. Cities such as New York, Philadelphia, and Washington have indicated that the cost of treatment is considerably less than that of repair and replacement.

However, says Shuldener, whether chemical treatment is utilized, or whether the proper choice of pipe material for the prevalent water supply is made, the design, fabrication and operation of the building's water system are directly related to the useful life of the piping system. Many pipe failures can be minimized or eliminated by proper design. Each layout has its advantages and its problems. These must be analyzed, Shuldener says.

Such considerations as the size of the pipe, the material needed for the existing water supply, the elimination of rust-collecting fittings, the directional pattern of the water, temperature requirements, and many others are not to be ignored or taken for granted.

Finally, Shuldener cautions against any short-cut methods of repair. Only experts on water composition and piping design should be contacted. "Water Service Laboratories Inc.," he said, "offers a group of complete water treating services. No attention is necessary on the part of plant engineers, superintendents or other employees. Our services are designed to minimize scale and corrosion in air conditioning systems, refrigerating plants, high and low pressure boilers; and to check corrosion in iron, yellow-brass and copper water-piping systems."

Seats That Can 'Take It'

Innovations in construction, backed by ingenious tests to assure comfort as well as durability, have established new standards for fixed public seating in the spectacular Convention Arena in Detroit's Civic Center. A major factor in the luxurious quality of the seating is the use of cushioning of fully molded, open-cell urethane foam.

Certain very practical considerations had to be met in the seating. Use with one or more tiers vacant required upholstered seating to avoid acoustical imbalance. Availability of the arena for boxing matches, hockey games and other sporting events called for durability not usually associated with upholstered seating. However, lasting comfort was needed when the building was to house such gatherings as music festivals.

Materials studies by Giffels & Rossetti engineers established open-cell urethane foam as the most satisfactory upholstering material for cushioning and seat backs. No other type of padding was permitted as a supplement to the urethane foam. General specifications called for no major blemishes on the mold skin of the cushion, a minimum of 90 per cent open cells, and a maximum of 30 per cent compression set after humidity aging and 50 per cent compression tests.

Even more exacting tests were developed to assure durability and comfort.

One test called for imposition of 300 pounds load at the center of a two-by-two across the seat three inches from the front edge. Pressure was released after one minute and the height of the front edge recorded. A 700-pound load was then imposed for one minute.

After an hour recovery period, the specifications called for no decrease in the height of the front edge of the seat foundation, providing a dramatic demonstration of the ability of the foam cushioning itself to withstand monumental abuse.

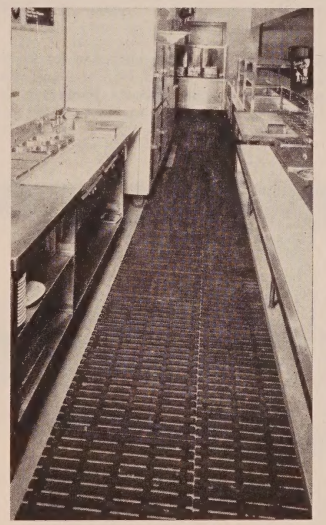
Another test called for dropping a 40-pound sand bag nine inches in diameter on the seat 100,000 times. The test provided that the center of impact be seven inches from the front edge. Impacts were at the rate of 15 to 20 per minute, with the drop starting at six inches for the first 25,000 impacts and rising to a maximum of one foot for the final 25,000. In addition to mechanical integrity of the entire seating unit, no damage was to be noted to the urethane foam cushioning or its bond to the spring system under it.

The successful candidate was a fully molded urethane foam cushion made with Du Pont's "Hylene" organic isocyanates and blown with "Freon" blowing agent. It was developed by the Davidson Rubber Company, Dover, N. H., for the Heywood-Wakefield Company, Gardner, Mass., to whom the contract for Convention Arena seating was awarded.

Arena officials have found that the seats live up to every expectation, proving not only the quality of materials and construction but also the validity of mechanical testing for establishing performance properties previously considered subjective in nature.

Despite the specialized construction which had to be developed, price of the units is not regarded as carrying a premium. The new seat types are now being offered generally by Heywood-Wakefield, and were adopted for the luxurious Fisher Theater in Detroit.

For a Beautiful, Safe Lobby
THE NEW HEEL-PROOF
American Sentinel Entrance Mat



The precision molded grease-resistant interlocking vinyl links are woven on a non-rust steel network secured to a plastic border, no-slip surface. Even the tiniest heel cannot catch. Maximum scrapeage. Keeps mud, dirt and slush outside and off your carpets. Rolls for easy handling and cleaning. 15 fade-resistant solid decorator colors, and the first marbelized polychrome colors. Design can include name.

☆ ☆ ☆

Nyracord Counter-Tred Floor Matting

eliminates the hazard of wet, greasy floors in the concession area.

Ribbed bottom side affords aeration and drainage. Retards fatigue back of counters, provides comfort underfoot. Unequalled resistance to wear. A variety of widths. Rolls up for easy cleaning.

Prevent Falls Around Vending Machines and in Restrooms with Long-Service DO-ALL RUNNER MATTING

Protects carpeting. Easy to clean. Side edge beveled. A variety of colors and widths.

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AISLE RUNNERS

which silence footsteps and provide safety underfoot.

Send for catalog sheets and prices.

AMERICAN MAT CORPORATION

1721 Adams Street Toledo 2, Ohio

"America's Largest Specialists in Floor Matting"

Protect Yourself From Ruin

An Adequate Insurance Program Can Mean The Difference Between Being Able To Continue, Or Closing Your Doors

■ During the past year, the estimated property loss due to fire alone exceeded $1 billion. Monthly fire losses exceeded the $100 million mark twice during the winter months, as a result of increased heating hazards.

Fire deaths during 1961 totaled nearly 12,000 persons, and an estimated 437,023 building fires occurred.

But fire is only one of the hazards confronting the motion picture exhibitor, though it remains the greatest menace. In addition to the many other problems he faces, the exhibitor is continually threatened by the chance occurence of vandalism and malicious mischief, theft, robbery, wind damage, riot, and many other possibilities.

His insurance coverage, therefore, must be adequate enough to enable him to withstand a disaster, such as a major fire, and still be able to reopen his theatre.

This article was prepared to give you information on the types of coverage you must have to protect yourself against not only the common hazards such as fire loss, building and property damage, but specialized types of coverage that the owner of a place of amusement should consider.

Exhibiting films to large groups of the public exposes the owner of a motion picture theatre to a great variety of risks not encountered in other business enterprises. He must carry enough insurance to meet any claim against him, or to cover losses he might encounter, or to make up any loss of earnings while his theatre is closed down.

Broadly speaking, insurance for places of amusement can be broken down into three main categories: (1) Building and property damage, (2) Contents and Personal Property Damage, and (3) Business Operations.

A detailed examination of what types of coverage are recommended under each of these major groupings will show you if your present insurance program is adequate, or needs updating.

Building Property Damage

Fire Insurance: For insuring all buildings. Insures against direct loss or damage by fire or lightning, including destruction by civil authority to prevent further advance of fire from neighboring property.

Theatre Form: Especially designed for theatre operators (in lieu of a Building and Contents form) to protect them against physical loss to their property. Included in the coverage on a theatre building are outside stairs and ladders, canopies, plate and stained glass, mirrors, wall and ceiling frescoing and decorations, fixed seatings, fire curtains, galleries, chandeliers, gas fixtures and permanent fixtures such as pipe organs.

Builders' Risk Form: Indemnifies the insured for loss of or damage to a building under construction from specified perils. Insurance applies only in course of construction, it being standard procedure to pick up the risk under a permanent policy upon completion.

Extended Coverage Endorsement: Covers property for same amount as Fire policy against all direct loss or damage caused by windstorm and hail, explosion, riot and civil commotion, aircraft, vehicles and smoke.

Vandalism and Malicious Mischief: Written by endorsement with the Extended Coverage Endorsement and extends the policy to cover loss or damage caused by vandalism or malicious mischief.

Demolition Insurance: For an additional premium, the Fire policy may be extended to cover a loss resulting from the enforcement of any state or municipal law or

WALKER SCREENS

Since 1914

N.T.S

WALKER HI-GAIN WHITE SCREEN
The newest addition to the Walker line, this screen combines the brightness of a metallic screen with the side angle light distribution of a white screen.*

Reflectivity is controlled by the seamless, wavy, contoured surface which has proved so successful on the High Intensity Screen and the Plastic Molded White Screen.

WALKER HIGH INTENSITY SCREEN
First choice of exhibitors throughout the world since it was introduced in 1950.

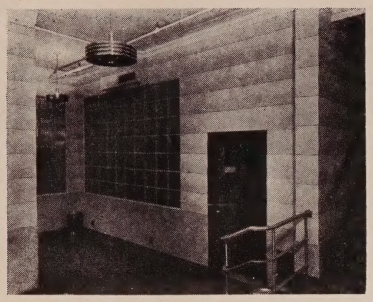
This metallic screen, with a seamless, wavy, contoured surface, presents the highest picture brightness possible, consistent with good projection practice.

WALKER PLASTIC MOLDED WHITE SCREEN
Introduced in 1940, this screen represents the highest efficiency that can be built into a white screen. The low ratio of center-to-side reflectivity results in uniform picture brightness from any viewing angle.

Its surface is seamless and contoured to control diffusion of light and increase sharpness of definition.

*U.S. Patent 2,002,733

manufactured by WALKER AMERICAN CORPORATION distributed by NATIONAL THEATRE SUPPLY COMPANY



When new construction or remodeling is being considered, always ascertain whether or not proposed designs are in compliance with accepted insurance requirements.

ordinance which necessitates, in rebuilding, the demolition of any part of the insured building not damaged by fire or other hazard. Study your local regulations on this point.

Vacancy and Unoccupancy: Because of the nature of seasonal amusement businesses, this endorsement may be of particular importance. The standard Fire policy, in most states except Texas, permits vacancy for only 60 days without attachment of this endorsement.

Removal of Debris: Extends coverage to include cost of debris removal following loss by hazards insured against. Of value where building is not wholly combustible and where type of construction makes removal of damaged building costly—as, reinforced concrete or heavy masonry. This extension is incorporated in most forms covering buildings forms and may be added without charge, generally, when it has not been incorporated in a form.

Coinsurance Clause: Designed to provide a rate credit for carrying an agreed proportion of insurance to value. When attached to a Fire & Extended Coverage contract, Sprinkler Leakage or Business Interruption policy, the insured becomes a coinsurer for the amount that the insurance carried is less than the coinsurance percentage agreed upon (60%, 70%, 80%, 90%, 100%) of the sound value of the insured building.

Trees, Shrubs and Plant Insurance: Covers direct or indirect damage caused by fire or other insured hazards to grounds and landscaping improvements, consisting of trees, hedges, shrubs, plants, flowers and sodding and to seats, benches, gates and other betterments of grounds. Parks especially, in this classification of risks, are prospects for this coverage.

Standard Mortgage Clause: Where property is mortgaged the mortgage will require attachment of this clause to indicate and protect his interest, in event of loss.

Windstorm and Hail Insurance: Indemnifies the insured for loss of or damage to specified property resulting from wind or hail. Coverage is generally effected by attaching a special Windstorm and Hail form to the standard Fire policy or the same descriptive forms applicable to Fire insurance to an Optional Coverage policy or Combined Fire and Windstorm. There are structures used by amusement companies, such as outdoor theatre screens, that are very susceptible to wind damage.

Glass Insurance: A Comprehensive Glass policy insures replacement of plate glass windows and structural glass accidentally broken or damaged, or purposely broken by vandals or thieves, including supporting frames and bars, and cost of lettering and ornamentation if covered specifically—or a cash payment covering actual cost of replacement.

Sprinkler Leakage: For buildings equipped with sprinklers. Insures against all direct loss to building as result of leakage or faulty operation of sprinkler installations. An endorsement may be attached to a Fire policy in many states providing Sprinkler Leakage insurance along with Fire and Extended Coverage insurance.

Water Damage Insurance: Covers against all direct loss or damage caused by accidental discharge, leakage or precipitation of water or steam, but not for flood damage.

Earthquake Insurance: Covers loss caused by earthquake. An important coverage in areas where earthquakes occasionally occur.

Contents and Personal Property Damage . . .

Theatre Form: This specially tailored form makes provision for amounts of insurance to apply separately to furniture and fixtures, improvements and betterments, projection room contents, and films. It would be used instead of a Building and Contents form by a theatre operator to insure against fire and other named perils.

Expensive electrical and neon signs can be insured against all direct loss or damage, including windstorm and hailstorm damage, under policies written by various companies.

Extended Coverage Endorsement: Applicable to contents and personal property just as it is to real property.

Vandalism and Malicious Mischief: Covers intentional destruction of property by racketeers, cranks, spiteful employees, pranksters and other wrongdoers. This extension of coverage to contents is more important for entertainment businesses than for most commercial risks.

Boiler and Machinery Insurance: Insures against damage to property (operator's, as well as property of others) caused by explosion of specified boilers or breakdown of specified machines. Coverage may include

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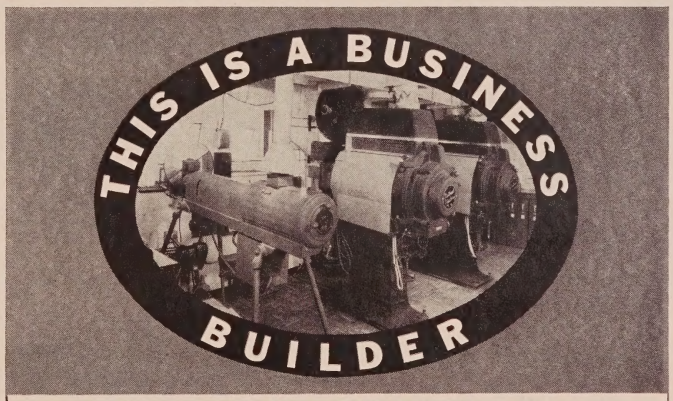

Universal Arc Slide Projector

- Promote concession sales. Remind of closing hour of snack shop.
- Project merchant advertising.
- Photograph patrons with Polaroid Transparency Film and project on screen instantly.
- Show pictures of lost children.
- Project date strips throughout running of trailers.
- Call doctors without interrupting sound or picture.
- Project song slides.
- Embellish screen with color during projection of titles, and black and white film.
- Project colored curtain or screen surround while running shorts.
- Cultivate good will by projecting "Go to Church Sunday," etc., slides.

Write for literature, free demonstration or trial period use.

THE Strong ELECTRIC CORPORATION
21 CITY PARK AVENUE • TOLEDO 1, OHIO

INSURANCE

(Continued from page 45)

liability because of bodily injury to persons other than employees. Includes valuable inspection service to prevent accidents before they happen.

Business Interruption (Use and Occupancy): Reimburses for loss of income resulting from operator's inability to carry on his business because of an accident to his insured boiler or machinery.

Consequential Damage: This coverage can be used to insure against loss due to lack of power, light, heat, steam or refrigeration on account of failure of an insured boiler or machinery object.

Sprinkler Leakage Insurance, Water Damage Insurance and Earthquake Insurance are needed for contents when they are needed for the building that houses them.

Special major medical expense policies are recommended to protect exhibitors against the crushing expenses of catastrophe illnesses and accidents, and may be planned to apply at the point where the benefits of Group hospitalization end. This type of policy may be written to insure an individual, or an individual and his family, and is available on single policy or group policy plans.

Business Operations . . .

Inland Marine Insurance: Certain types of property that businesses in this category possess are subject to unusual hazards to which the bulk of personal property is not subject. For the most part the risks of transportation are present and there is a concentration of considerable value. Such property may be insured under Inland Marine policies against all risks or against many specified hazards, including the risk of transportation. The following forms may be recommended for amusement businesses:

Electrical Signs: Insures electrical and neon signs against all direct loss or damage, except loss of use, strike damage, internal explosion or blowout, short circuit, wear and tear, deterioration and damage sustained while being worked upon.

Fine Arts Insurance: Many amusement places have valuable paintings and other works of art which should be insured specifically. Also art exhibits in expositions and fairs should have this protection. Covers against practically all risks of loss or damage.

All-Risk Camera Insurance: Many amusement operators have valuable cameras and projection equipment which can be insured against loss from practically all risks.

Transportation Floater: Much property of professional entertainers, as well as exhibitors, is being frequently moved from one place to another and should be insured, if possible, under special forms against the hazards of transportation. This insurance is difficult to place.

Parcel Post Insurance: Moving picture houses may want to insure all films being returned, through use of a low-cost Parcel Post or Express floater, insuring safe arrival of each package shipped.

Time Element Insurance: These coverages protect the insured against consequential losses. They include:

Business Interruption (Earnings): Reimburse operator for profits he would have earned if fire or other hazards insured against had not occurred, including reimbursement for necessary continuing expenses such as taxes and rent. Payroll expense may be eliminated, partially covered or fully covered.

Contingent Liability: An optional Business Interruption extension that covers loss to an operator of an amusement business resulting from shutdown of a public utility or other contributing plant due to insured hazard.

Extra Expense: Insures against payment of additional expense while operating in temporary quarters due to damage to building by fire or other insured hazard. Particularly valuable for amusement operators who must keep their business open during the operating season.

Rental Value Insurance: For owners of buildings. It protects building owner against loss of income where rentals have been interrupted or rental values impaired by occurrence of any of the hazards insured against.

Leasehold Interest: For tenants. Protects against loss caused by having to rent property at a higher cost, in event lease is canceled as a result of occurrence of any hazard insured against. Limit of loss is stated as an agreed fraction per month. The more valuable an established location due

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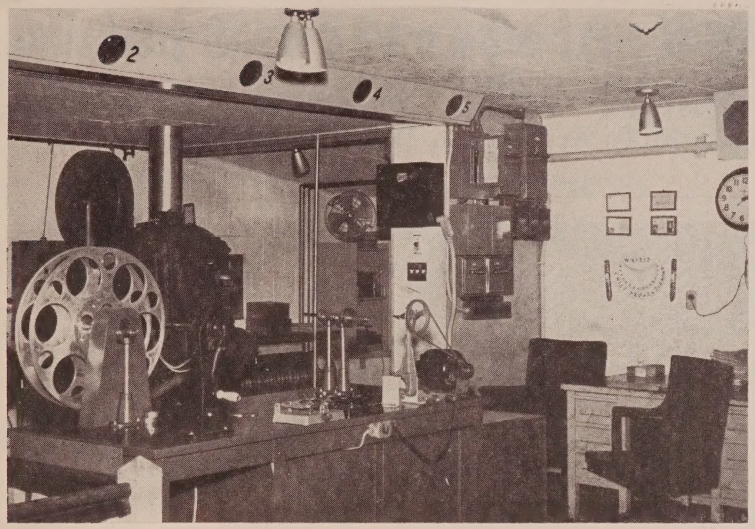
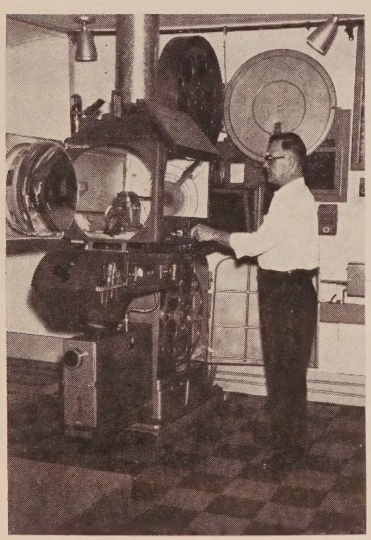




New Bedford Arcade Given Renovation

The 1,000 seat Arcade Theatre, New Bedford Mass., owned by L. Marcou, has undergone a major renovation.

Seat spacing was changed to 37 in., new carpeting installed, and the projection booth completely done over.

All new equipment was put into the novel booth, shown in the accompanying photographs.

Victoria-X 70/35mm projection equipment with Strong's 35/70mm lamap and six channel sound, was used. The Supply Dealer was Joe Hornstein, Inc.

The projection booth, a model of efficiency, includes a combination office-film inspection room adjacent to the new booth.

The booth itself has six monitor speakers that permit sound adjustments to be made directly from the booth. Each auditorium speaker may be checked separately without leaving the booth.

Exclusive features assure by far the brightest spots for the least money.

A complete line, from the small incandescents to the world's most powerful carbon arcs.

Free demonstration in your theatre on request. Write for brochure, giving length of throw.

THE Strong ELECTRIC CORP.
21 CITY PARK AVENUE
TOLEDO 1, OHIO

ARC 120—New Projection System

Multiple Lens System Said To Require No Major Booth Changes

WHAT IS ARC 120?

ARC 120 is a new system of motion picture projection, a multiple lens system composed of a deep-curved screen and a special lens that can be attached to any existing 35mm projector without changing anything on the projector.

The ARC 120 system can project motion pictures filmed by one camera and employing standard techniques, or motion pictures filmed in Cinemascope, Technarama, Todd-AO and Vistavision processes, after a print of the original negative has been made into the ARC 120 process. The cost of this conversion is approximately the same as the cost of printing a standard 35mm print. The original negative is returned in its original condition.

The two special lenses project the film perpendicularly, the joining point of the film remaining invisible, and the intensity of the light where the images meet reduced by an electronic choke, with the result that there is absolute illumination, no distortion, and as complete a feeling of audience participation as is available in any existing system of motion picture projection.

INSTALLATION OF ARC 120

The total cost of installation, including two lenses for the two projectors and a deep-curved screen, is under $5,000.

To replace a flat or slightly curved screen with a deep-curved screen can be done between the close of one night performance and the start of the next night performance. The screen can be installed within six hours and the lenses can be adapted to any projector in approximately the same time.

Any technician can install the system, as was demonstrated in Buenos Aires last year when the installation was accomplished by local technicians from an instruction booklet for a regular showing of the ARC 120 process.

ABOUT THE EQUIPMENT

Under special arrangements with ARC 120, which is the invention of Dr. Leon W. Wells, the lenses for the process are built by Zeiss Ikon. Information and advice is available from their offices already established in many parts of the world, and in offices soon to be opened in the United States and Canada.

The lenses are manufactured in different focal lengths to fill any size screen at any distance of projection. At this time, the lenses are produced in five different sizes, and production will be increased in accordance with the demand for other varying sizes.

ARC 120 is covered by issued patents all over the world and by 18 basic claims in the United States.

ADVANTAGES TO THE PRODUCER

The producer can shoot a 35mm motion picture on the lowest of budgets and enjoy the advantage of having it projected in the finest medium of projection. The filming can be done with one camera, since no special costly shooting with multiple cameras is required for projection in the ARC 120 system.

(*Continued on page 49*)

General Drive-In Constructing Theatre- Bowling Alley Combo

Indoor House Will Have 64 Ft. Screen, Facilities Of North Shore Center

■ General Drive-In Corp., of Boston, recently broke ground for a 1,200 seat theatre; 32 lane, 10-pin bowling center, and luxury restaurant. Construction of the $2,000,000 project should be completed by Labor Day of this year.

The indoor house will have the largest screen in New England, measuring 64 by 30 ft. enveloping the entire front wall. Reclining seats in a staggered pattern are planned for the inclined auditorium to insure an unobstructed view from any seat.

The combination theatre-bowling alley, restaurant, will be located in the North Shore Shopping Center, near Peabody, Mass. Designed for the convenience and leisure-time enjoyment of the large North Shore communities, the theatre will be known as "Cinerama at Northshore," and the bowling center will bear the name "Holiday Lanes," as do most others in General's circuit. The new restaurant will be named "Yankee Beefeater."

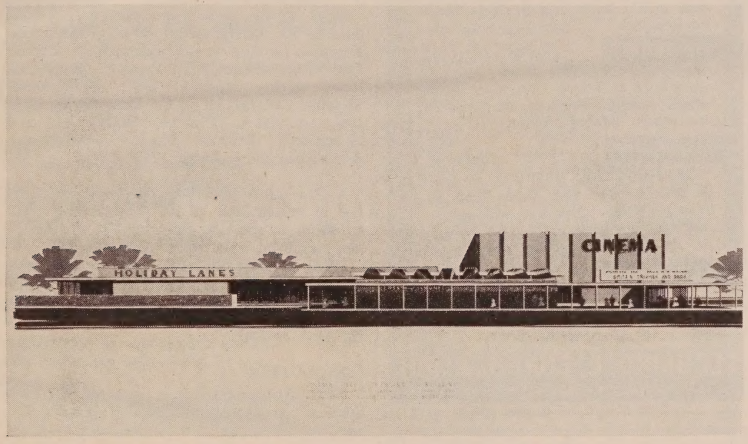
Each of the three operations will offer the utmost in comfort and luxury, Richard A. Smith, president of General Drive-In, said. He said that the theatre will feature the latest and finest in theatre appointments.

"For example," he said, "pushback seating will permit patrons to pass between rows without causing anyone to rise, and staggered seating on the inclined floor will give an obstructed view of the giant screen from any seat in the theatre.

"The air conditioning system has been designed to change thermostatically from cooling to heating as needed and the theatre will be acoustically treated throughout. Stereophonic hi-fi speakers concealed in the walls surrounding the auditorium will virtually immerse the audience in sound. The Northshore Shopping Center's 8,000 car free parking area will be available to guests at the Cinema."

A popular feature of all General's shopping center theatres, a lobby art gallery, will be included in the Cinema.

Cinerama at Northshore



Typical of the expansion plans of the nation's exhibitors is the above combination theatre-bowling alley-restaurant under construction for the General Drive-In Corp., at a new shopping center near Peabody, Mass.

Projection and sound will include the latest in 35/70 mm equipment. General Drive-In Corp., Boston based, has been a pioneer in the development of the shopping center house, just as it was a leader in the development of the drive-in theatre during the 40's and 50's. Its first shopping center theatre was placed in operation in Shopper's World, Framington, Mass., and was also called the "Cinema."

During the past year, General has opened additional shopping center houses in Orlando, Pompano Beach, Sarasoto and Daytona Beach; Fla., and two others in New Jersey; the Menlo Park (see THEATRE SECTION) and Cherry Hill.

The company has eight more such theatres planned for construction during 1962. In addition, it currently owns and operates 26 drive-in theatres, 20 suburban theatres, and a large chain of bowling centers of which ten are located in New England.

New Portable Vacuum Ideal For Theatres

The contour design of a new portable cleaner makes it easy to mount on the operator's back, as well as on the floor and wall. Ideal for auditoriums, and theatres and other hard-to-clean places, the machine can be converted from vacuum action to blower action in just seconds. For additional sales and technical information, contact Commercial Vacuum Cleaning Div. Hoffman Industries, 103 Fourth ave., New York 3, N. Y.

STRIKE!

If you've had deep cuts into your BO receipts made by TV, cards, bingo and bowling, you can strike back, and turn the tide! Start with your seating. Quick as a flash, we can re-new your worn, torn coverings and replace lost or broken parts; and you won't miss a single show. Like to talk it over. Phone us NOW.

NOW AVAILABLE

The NEW "Urafoam" SEAT CUSHION

More durable, more comfortable, safer! Fire & moth resistant, won't lump, sag or discolor. Molded to "breathe" & may be cleaned. Priced reasonably. Ask for samples.

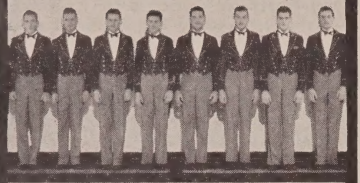
WRITE, WIRE OR PHONE
CHAPEL 2-2561

MANUFACTURERS
Foam Rubber & Spring Cushions, back and seat covers.

DISTRIBUTORS
Upholstery fabrics and general seating supplies.

THEATRE SEAT SERVICE CO.
A Division of
MASSEY SEATING CO.
100 TAYLOR STREET
Nashville 8, Tenn.

Neat Appearance Counts!!



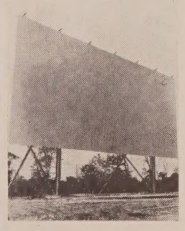
OUTFIT YOUR USHERS WITH CLEAN, WHITE *Lintex* COLLARS and FRONTS

Lintex collars and Fronts are made from pure white, especially processed paper, in linen and pique finishes. Made to be thrown away when soiled, no laundry problem. Collars and Fronts always new, fresh and very economical.

Theatre managers all over the world have been outfitting their ushers with Lintex Collars and Fronts for more than twenty years. If you aren't now supplying these essential uniform accessories to your ushers, write today for quotation and samples.

REVERSIBLE COLLAR CO.
95 BINNEY ST., CAMBRIDGE 42, MASS.

CAREW SCREEN TOWERS



- Present a clear functional design and require only four supporting piers.
- Are extremely flexible as to screen area and height.
- All structural members are of hot rolled A-36 Steel having a minimum thickness of 1/4" and primer painted.
- Anchor bolts, leveling plates, and anchor bolt plans and reactions are included.
- Screen is heavy gage galvanized metal with a baked prime coat of paint.
- Prices furnished upon request.

CAREW STEEL COMPANY
York, Pennsylvania

ARC 120

(*Continued from page 48*)

Another big advantage to the producer is that, since his film is not limited to showings in a single process, he is enabled to exhibit his product in ARC 120 and also sell it to television.

TECHNIKOTE
DRIVE-IN SCREEN PAINT

NOW!—
WITH MAGIC SILICONE
For better flow-out and increased weather resistance

"SUPER WHITE" . . . an old standby! Gives excellent coverage and produces high light gain; can be applied by brush, roller or spray gun and covers any surface. Most economical.

"VINYLKOTE" . . . a vinyl plastic water-mix white that gives high light gain and excellent coverage. Stays white longer! Brushes come clean in warm, soapy water.

"HI-DENSITY" . . . for stipple or "ORANGE PEEL" surface . . . A concentrated very thick form of Super White. One coat will suffice on old surfaces.
Applied with roller only.

"FLAT BLACK" "BLACK MASKING" . . . flat black economically priced.

See Your Theatre Supply Dealer
Export: WESTREX CORP.

TECHNIKOTE CORPORATION
63 SEABRING ST. • BROOKLYN 31, N.Y.

Join with Famous

LIBERTY FIREWORKS

For Record-Breaking Drive-In Crowds

You are assured Greater Value, Safety, Brilliance, Color, Flash and Noise.

Spectacular LIBERTY FIREWORKS are the greatest boxoffice attraction because they are the world's finest! They pay for themselves in increased attendance.

READ THIS UNSOLICITED TESTIMONIAL

"We have shopped around for fireworks to use in our drive-ins and after comparisons have found we get the best deal from LIBERTY. Your displays are brighter."

GET FREE CATALOG NOW!

48 page catalog, fully illustrated shows the gorgeous beauty and magnificent splendor of LIBERTY FIREWORKS. Reasonably priced from $35 to $1,000 and up.

NOTICE: NEW HOME ADDRESS

LIBERTY DISPLAY FIREWORKS CO.
Hegeler Lane
Site formerly Hegeler Zinc Plant
P. O. Box 683, Danville, Illinois
Phone 44 2-2559. If no answer call 44 6-6743

ADVANTAGES TO THE EXHIBITOR

The exhibitor is enabled to use the newest system of motion picture projection on the market with very low installation cost to him and without any change in his present equipment. Within six hours after having used ARC 120 projection, he can resume his normal operation, if so desired.

As was conclusively demonstrated in Argentina, where a picture in ARC 120 was shown successfully in public showings, the exhibitor can employ this system most profitably by showing a low-rental film at road show prices.

ADVANTAGES TO THE MOVIEGOER

Because of the economy involved in installation of ARC 120, and in all other facets of the process, including the advantage of negligible duty charges since there is no heavy and costly equipment to transport, this system can be shown in any part of the world. Now, for the first time, an audience participation system can be seen in many countries, for example, Mexico, where other such systems have not been shown because of the expense involved in equipment.

EXHIBITIONS OF ARC 120

ARC 120 has been tested with tremendous success in the following places: Blackpool, England, for five weeks beginning in August, 1959; International Film Festival, Argentina, three weeks, January, 1961; Metropolitan Theatre, Buenos Aires, for four weeks, July 1961; Academy Theatre, Hollywood, and Grauman's Chinese Theatre, Hollywood, demonstrations in March, 1961.

A Special Award was bestowed on ARC 120 in recognition of its "outstanding contribution to the film industry" at the International Film Festival in Argentina.

Press reviews of these test showings emphasized the "exceptional possibilities for the transmission of big shows" offered by ARC 120 and "the splendor and brilliance" of the new system.

CONCLUSION

ARC 120 projection is a practical and economical new system designed to accent audience participation in a motion picture. It is projected on a deep-curved screen without distortion from any viewed angle, projected with perfect clarity and in absolute illumination. This is accomplished without any increase of normal light source and without changes in the present projection system, since it uses present booths for its projection.

Bausch & Lomb Publishes Catalog Index For Requests

Bausch & Lomb, Inc., has made available a new 22 page illustrated index to simplify selection of informative data on the Co.'s line of optical and electronic products.

Called B&L Products, the new index is divided into consumer goods, scientific instruments, ophthalmic, and space and defense products classifications, corresponding to the major product divisions of the Co. Catalogs of allied products are grouped together for quick, easy reference.

Entries of interest include such catalogs as Motion Picture Camera Lenses, Motion Picture Projection Lenses, and others. A copy may be had by writing to Dept. F46, Bausch & Lomb, Inc., Rochester 2, N.Y., specifying Catalog L-86.

THEATRE CATALOG ISSUE

Information Service Department

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T. C. issue of Apr. 4, 1962

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317 N. BROAD STREET
PHILADELPHIA 7, PENNSYLVANIA

THEATRE CATALOG ISSUE

Information Service Department.

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- Quarter Midget Racers
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- Speaker Posts
- Speaker Repair
- Sweepers
- Underground Cable

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INSURANCE

Continued from page 46

to good business conditions, the more costly it is to obtain one with similar income possibilities.

General Liability Insurance: Protection against third party claims, especially for alleged bodily injury, is essential for amusement businesses. It may be secured by the following forms of insurance:

Comprehensive General Liability: Liability insurance in amount adequate to cover the catastrophe hazard is a requirement of all amusement enterprises. This insures in one policy against all declared existing liability hazards and any additional liability hazards which may occur during the policy term, arising from operator's buildings, premises and business operations. Product and Contractual Liability shown below are included, but may be eliminated if desired, or written separately.

Crime Insurance: Loss of money by robbery or burglary is a real threat to these insureds. It may be covered by:

Blanket Crime Policy: Affords, under a single limit of insurance, the broadest coverage against the crime hazards available on a package basis. It provides the same coverages that are available on an optional basis under a 3-D policy against employee dishonesty, loss inside and outside the premises, money orders and counterfeit paper currency, and depositor's forgery.

Disability Insurance: There are a great variety of Disability insurance plans available from both Casualty insurance and Life insurance companies. The following policies, while varying in extent of coverage offered by the underwriter, have become more standardized among the major companies and are considered of great importance:

Group Hospitalization Insurance: Provides hospital confinement benefits and covers surgical and maternity expenses incurred in a hospital by those covered by the policy, employees of a business concern. Policies are often written to include families of the employees. A master policy is held by the employer and certificates are issued to insured employees. A portion of the premium may be paid by the employer and the balance by individuals insured, usually on a payroll deduction plan. Individual policies are available in addition to group policies.

Major Medical Expense Policy: Pays medical expenses arising from illnesses and accidents up to a specified amount, as $2,500, $5,000 or $7,500, subject to a deductible of generally $100, $300 or $500. Most policies contain a Coinsurance feature whereby the company pays an agreed amount, such as 75%, of costs between the deductible and the maximum aggregate. This insurance is recommended to cover the burdensome cost of catastrophe illnesses and accidents and may be planned to apply at the point where the benefits of Group Hospitalization policies end. It may be written to insure an individual, or an individual and his family, and is available on single policy or group plans from various Casualty and Life insurance companies.

Tape Splices Used To Hold Frame Loss To A Minimum

The condition of the prints that an exhibitor receives has been the subject of much controversy. Reciprocal is the word to use in focusing blame for the situation. One thing is certain, that bad prints eventually cost the exhibitor money, either in discouraged patrons or in extra time his projectionist must devote to repairing damaged film. Exchanges have the responsibility to send thoroughly checked prints that are in serviceable condition, but despite all precautions, a print may break in the middle of a reel.

It is this situation that the exhibitor dreads. A darkened house focuses attention on its management. The audience quickly becomes hypercritical if the show is not promptly resumed. Under the circumstances, the projectionist often makes the hastiest repair possible. Later, he may use a bench splicer to do permanent repair.

Sometimes, many feet of leader are lost in handling, so that there is barely enough to thread the projector, or original identifying marks are lost. Leaders whipping around on rewinds often break, and should be restored to original length, or footage may be lost.

Making a poor splice, either by using a poor scrapper, misalignment, old cement, poor contact, staples or stiching techniques, all eat up footage. The bad frame (or frames) must be cut out and lost. With some kinds of joins, a sprocketed tape is preferable. Strengthening mutilated film dotted with too large cue marks, torn sprocket holes, burn or blister areas is accomplished quickly and easily with this type tape. Not only are frames saved, but often the join is more durable, for only a perfectly made cement splice will hold.

HOLLYWOOD'S 10¢ LINE...GREATER PROFIT...GREATER DEMAND

Pre-sold coast to coast by such headliners as Captain Kangaroo on CBS-TV. Remember,

Your daily
REPEATING PROFIT
is our
MOST IMPORTANT PRODUCT

Hollywood BRANDS, INC.

Makers of the nationally advertised *Balanced Line of Best Sellers*

CENTRALIA, ILLINOIS

ONE OF THE BIG 3 IN CANDY BAR SALES

Stand Location, Attractiveness—Concession 'Musts'

Preferred Position Of Best Sellers Down In Front
Lets Today's Improved Packaging Help You Sell

■ For a while, the future of confectionary sales hung in a delicate balance, influenced by a growing public concern over calories and cavities. But the members of the candy industry marshalled their resources and took on the job of selling America more candy than ever before.

Though dollare sales figures have increased dramatically in the Post War years ($930,000,000 in 1947 to approximately $1,275,777,000 in 1961), candy manufacturers fretted over what appeared to be a failure of per capita consumption to rise as dramatically as the population. Per capita consumption of candy 15 years ago was put at 18 lbs per person. In 1962, an estimated half pound per person increase in candy consumption took up some of the slack in consumer candy sales.

BAR SALES UP

Theatremen will be glad to learn that candy bar sales are on the move, with an 8% increase last year. If the confectionary industry and candy manufacturers continue to step up the promotion of candy on all fronts during the coming year, theatremen can look forward to better candy and confection sales than ever before.

But profiting from "heavy" advertising will only do half the job. In anticipation of a stimulated public demand for concession stand items, theare owners would do well to check and see if their approach to confection stand management hasn't become static and lacking imagination and vitality. There is more than first meets the eye to successful candy retailing. Indiscriminately displaying merchandise at the concession counter will almost surely cost the theatreman money. A poor location of the stand will likewise cut back sales as effectively as a dimly lit, poorly maintained marque will hurt the boxoffice.

SUPERMARKET KNOWHOW

Using candy counter and back bar space wisely can make all the difference in the world. Take a look at the supermarkets.

First of all, they take advantage of mass display, but any salesman will tell you that the best sellers are given preferred positions and more shelf space. A preferred position is one that is "down front" in plain sight of the customer. Just as in the theatre, front and center offers the best visibility and gets the best price. Put the fastest moving repeat items where everybody can see them; kiddies and adults.

The traditional location of the concession stand against the rear wall of the auditorium

New Fangled Profits Old-Fashioned Flavor

Switzer's licorice

Only 4¢ per bar*

Only 5½¢ per bar*

For that chewy, flavor proven licorice that reminds you of the "Good Old Days", it's Switzer's . . . and it gives you:

- Above average profits
- Steadily increasing sales potential
- A ready-made market

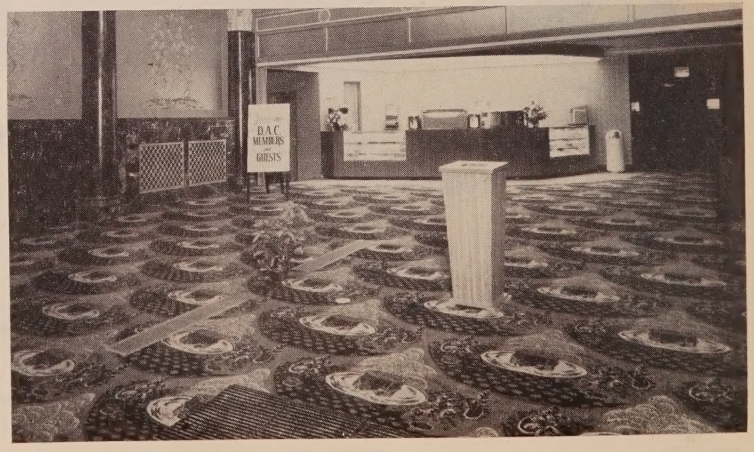
*Available in Cherry Red also

Switzer's LICORICE
St. Louis 2, Mo.

Photos show view of the lobby of the old Broadway Capitol, Detroit, before it underwent extensive alterations (left), and redone lobby and concession stand of the remodeled house now called the Grand Circus (below). The management has enlarged the show palace's candy stand and replaced the older style front with one of striking natural wood and glass. Lighting has been changed to brighten the entire corner the stand occupies. Both the walls and the huge arch above the stand were redone.

← Before

↓ After



is a good one. Traffic must break in the lobby to fill both sides of the house and the logical place for location of your stand is a spot that everyone must pass. Think of the supermarkets again.

Much merchandise today heavily emphasizes packaging because the product must sell itself to the consumer as he walks past in the supermarket aisle. Each package, in effect, is a sign. But to sell, the sign must first of all be seen. Take advantage of packaging improvements on the part of the manufacturers. Use plenty of glass in your stand and take advantage of back bar space to display what you have to sell. Let packaging improvements work for you.

BASICS

It goes without saying that attractiveness, let alone cleanliness, is basic to the selling of any food product. With candy sales in many cases amounting to the difference between a profitable versus non-profitable business venture, theatremen should be fanatically insistent on their concession personnel main-

taining the highest standards of personal appearance. Common sense will tell you that attitude has much to do with the effectiveness of your concession stand help, too. Would you hire a salesman with a chronically sour personality?

If you yourself care about making more dollars from your concession operation, remember that no amount of advice can substitute for the prime requirement of success —and by that we do mean enthusiasm.

try a FREE working SAMPLE!

popsit plus! will bring more profit to the most profitable concession in your theatre!

America's finest popcorn seasoning imparts rich butter-like flavor...and color!

PROVE IT NOW!

We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. popping specialists to the nation

New Products Review

Some Thumbnail Descriptions of Selected Products Which Have Interesting Possibilities for Theatres

Eprad Has Alarm For Drive-Ins

A new, low priced, easy-to-install protection system for drive-in theatres called the "Watch-Dog Burglar Alarm," has been announced by Eprad, Inc., according to Jim McSorley, marketing manager of the Toledo, Ohio manufacturer.

D-1 ALARM

"Every drive-in concession stand experiences vandals breaking in, wrecking equipment, spilling pop syrup around and giving the stand a 'tornado-just-passed-thru' appearance. The vandals don't get much but they do a lot of damage," McSorley stated.

"The Watch-Dog Burglar Alarm system is designed to prevent this vandalism," he continued. "To keep costs down, it has been designed as a 'minimum security' system. A real 'professional' might be able to beat the system but professionals aren't the problem. It's the 'amateurs' who do all the damage."

"Here's how the system works. When the theatre closes, the system is turned on with a special key (the same key turns system off just before opening). When the system is on, if anyone jimmies open a door or window, wham on go the floodlights and whrang a giant bell clangs, And the vandals are stopped dead in their tracks.

"The basic system, consists of four items: (1) a master control unit (8½" x 6" x 4") which wall-mounts inside the building, (2) a key switch unit (2½" x 4" x 2") which mounts outside the building (special key turns system on and off), (3) a special low voltage 10 inch bell which mounts inside the building, and (4) three 3" x 6" signs to mount on doors.

"Addition, the theatre will need to purchase one "contactor" for each window and door in the concession stand (double doors take two). There are two types of contactors available which will meet any installation need."

Any electrician can install the system easily and quickly, according to McSorley. Complete installation prints are included with system.

Sani-Kitt Provides Complete Washroom Cleaning Convenience

Every business establishment, large, or small, can now offer its customers and employees the benefits of sanitary, odor-free washroom facilities—thanks to the new self-service "Sani-Kitt" now being produced by Plunkett Chemical Company, Chicago. This new easy-to-use cleaning aid is now available through distributors of janitor supplies, hotel and restaurant items, industrial supplies, hospital supplies, and many others, including automotive parts jobbers. Because of its reported simplicity and low cost, it is claimed as the ideal solution to washroom maintenance for any type of business.

Designed for easy use, the "Sani-Kitt" contains everything needed for complete washroom care: special Plunkett chemicals, scouring powder, steel wool, sponge, mop, and plastic gloves. Complete instructions are included, so that even an untrained employee can quickly learn to do a professional job in minutes. The "Sani-Kitt," packed in a compact, sturdy fiberboard carrying carton, weights only 19 pounds.

WASHROOM KIT

Included in the "Sani-Kitt" are ample supplies of Plunkett "PC-150", a powerful liquid scale and stain remover containing a germ killer; Sanoform "CS-2", a combination disinfectant, deodorant and fungicide to control harmful bacteria; Plunkett "Renovene" labor-saving solvent cleaner and polish for sinks, and Plunkett "Klenzine" grease solvent for cleaning out traps and drain pipes.

The complete "Sani-Kitt," contains enough supplies to maintain an average washroom for 90 days or more.

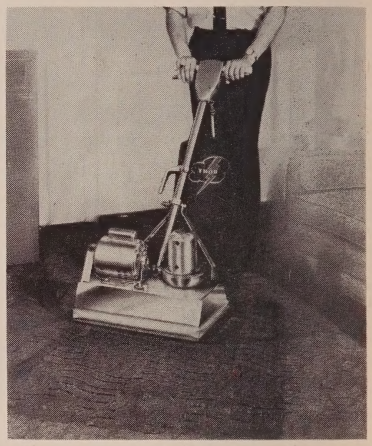
Bryn Mawr Introduces New Pilelifter Machine

Gordon Clausen, president of Bryn Mawr Products, announces the addition of a pile-lifter machine to the Bryn Mawr line of rug maintenance products.

The proven economy, comfort and long wear of carpeting has led to wider and wider use of soft surface floor covering, and thus the role of the pilelifter is more important than ever to good maintenance. This machine combines a heavy, powerful vacuum with a deeply-penetrating roll of bristles. It has been developed to remove deep-down grime and grit, and to restore crushed, matted pile to fluffy freshness.

The Thor Pilelifter Machine brushes are a full 17" wide. This pilelifter machine features dual independent hand controls, so the pile-lifter brush can be operated independently of the vacuum a feature which the manufacturer claims makes the machine ideal for brushing in dry powder cleaners. The brush has 12 rows of scientifically-spaced all-nylon bristles that dig deeply into carpet pile to dislodge dirt. A protective shield around the brushes prevents dirt fallout on clean rugs.

The Thor Pilelifter machine is sturdily built for hand working power. ½ hsp. motor drives the vacuum, and 1/3 hsp. motor drives the brush. Adjustable front wheels compensate for different carpet pile heights, and are designed to prevent marking pile. The machine works right up to within 1" of wall.



NEW PILELIFTER

Constructed in heavyweight cast aluminum with chrome finish and protective vinyl bumper, the Thor Pilelifter is competitively priced.

Armstrong Fire Guard Fireproofs Ceilings

A new type of fire resistant ceiling panel capable of protecting structural steel joists from flame and intense heat for over three hours in a fire has been developed by the Armstrong Cork Company.

The new mineral product, called Armstrong Fire Guard Nailing Panel, is designed for fast, economical installation in areas where a fire protective ceiling is required under steel bar joists. The panels—approximately 2' x 5' in size— can be fastened to standard type nailing channels with annual ring nails. End joints are reinforced with steel bridging clips at each panel intersection.

The material costs generally less to install than ordinary metal lath and plaster fireproofing. It also eliminates the costly delays often associated with "wet" fireproofing methods. Since the panels are installed by a completely "dry" method, no extra moisture need be introduced into the building.

Fire Guard Nailing Panel can be used as a finished fire protective ceiling in office basements, garages, warehouses, factories and similar areas where ceiling appearance is not of primary concern. It is also ideally suited for use as a fire rated "upper ceiling" in double ceiling construction. In unleased office space, for example, Fire Guard Nailing Panel can be installed first to meet building code

fire safety requirements. Later on, when the space is leased, a finished ceiling of the occupant's choice can be added beneath the Nailing Panel.

ARMSTRONG FIRE GUARD

The new Fire Guard product has been thoroughly tested by Underwriter's Laboratories, Inc. It not only protects steel joists in the event of fire, but also combines with the floor structure itself to prevent dangerous heat and flame from spreading to other parts of the building.

The surface finish on Fire Guard Nailing Panel is a smooth primed paint finish that provides an excellent base for field application of additional paint when desired.

The product is available now through Armstrong Acoustical Contractors.

New Emulsified Dressing Stops Pavement Decay

A new emulsified pavement dressing and refinisher has been developed by Revere Chemicial Corporation. The dressing is designed to resaturate dried, lifeless and spalling asphalt and black-top pavements with the natural oils drained by prevailing weather conditions. Revere Pavement Sealer is said to resist gasoline, oil, petroleum solvents and drippings which deteriorate these surfaces; and to protect and seal out moisture seepage and dust infiltration.

This dressing, formulated from coal tar pitch, waterproofs, seals and rebonds the pavement aggregates, forming a seamless blanket of protection against temperature extremes and pavement shifting. The resaturated pavement becomes pliable and resistant to normal expansion and contraction, according to Revere.

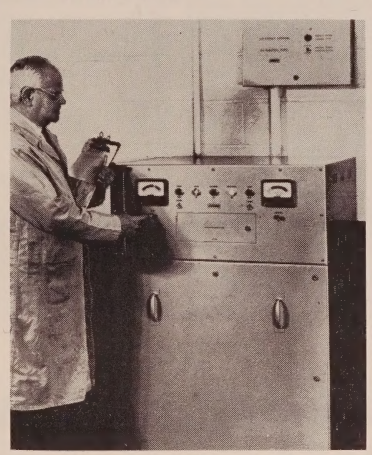
Standard Electric Time Emergency Lighting Systems

Instantaneous and automatic operation, electrical supervision and automatic recovery are claimed as features of two 32 Volt emergency lighting systems available from The Standard Electric Time Co., Springfield, Mass., for incorporation in all types of non-residential buildings.

The systems, according to the manufacturer, assure that, should normal lighting fail, emergency lighting will come on instantly and automatically. Systems also have built-in "supervisory" circuits which report immediately any disarrangment in the system—even to a burned-out bulb in an exit sign.

Power for the new systems is provided by Flexlab Nickel-Cadmium batteries which maintain their useful life for 25 years or more. These batteries are non-acid, therefore do not corrode terminals or hardware. They can be fully discharged and recharged repeatedly without harm, are safe (do not gas on trickle charge), require addition of water only once a year, and are housed in permanent Polystyrene cell cases which permit viewing water level. Recharging is accomplished automatically.

Simplicity of the systems reportedly makes for low installation costs and long-life nature of the power source assures minimum maintenance expenditure.



EMERGENCY LIGHTING

A 24 page catalog illustrates and describes the systems (designated Series 100 and Series 200), as well as the standard Series 300 system. Also included is information on a new line of exit signs, application information and typical job specifications for emergency lighting systems.

Countex Makes Counting Money Easy Work

A new type of coin holder and automatic coin counter, COUNTEX, has been in use in many school cafeterias for more than a year—and has proved to be a real problem-solver, says the manufacturer, Coin Calculator Corporation. They claim COUNTEX is especially helpful for inexperienced money-handlers. As coins are deposited in it, they are automatically counted; the amount can be read at a glance. A line indicates when a standard roll is reached, and it is a simple process to empty the tray into a coin roll. The unit also holds coins for making change or totalling receipts.

(Continued on page 58)

STAR MAKES FOOD SERVING PAY
Dependable Quality
POPCORN MACHINES
HOT DOG EQUIPMENT
COUNTER COOKING UNITS
COUNTER & FLOOR MODELS FOR EVERY REQUIREMENT
Floor Model 95
16-oz. Capacity
STAR STEAMRO JUNIOR 35
Combination hot dog steamer & roll warmer
Write for specifications of complete line
STAR MFG. CO.
DIVISION OF HERCULES GALION PRODUCTS INCORPORATED
6300 ST. LOUIS AVE. ST. LOUIS 20, MO.

KINNER'S
Glass & Chrome Cleaner
For those who have need for, and want the best. In use in thousands of Theatres and Motels. Meets the requirements of the Federal Label Law. Sold by Leading Theatre Supply Houses everywhere in the U.S.A.

GOLDEN PALACE SHRIMP ROLLS
Packed 50 with serving bags and point of sale material, color trailers available.
GOLDEN PALACE FOOD PRODUCTS, INC.
543 West 59th Street, New York 19, N. Y.
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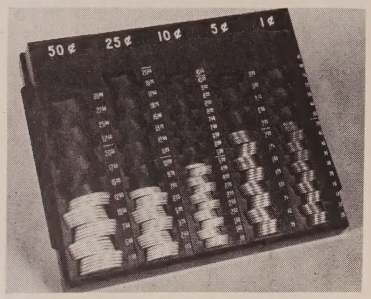
• BRIGHTER LIGHT
• LONGER BURNING
• SHARPER PICTURE
Free Test Samples
Lorraine ORLUX Carbons
CARBONS INC., BOONTON, N. J.
• STEADIER LIGHT
• LESS ATTENTION
• PERFECT COLOR BALANCE
Free Carbon Chart

(Continued from page 57)

COUNTEX is made of high-impact plastic, and consists of five separate coin trays set in a precision case. Each tray has pockets to hold five coins separately, so that cumulative errors are impossible.

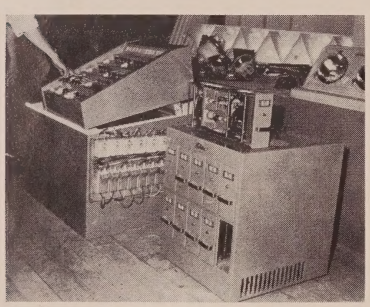


COIN COUNTER

The unit is used by banks and financial institutions. Descriptive brochures are available on request.

Silicon-Controlled Dimmer Introduced By Toshiba

A new type of electric dimmer equipped with a silicon-controlled rectifier for use in television studios, theatres, hotels and public halls has been introduced by Tokyo Shibaura Electric Company.



DIMMER CONTROL

Push-button controls permit one-man operation of the dimmer which has a capacity of 10 kilowatts. A one-kilowatt unit is shown (right) on top of the cabinet. The control console (left) permits a wide range of light control. Unlike thyratron types which cause a 10-volt voltage drop requiring transformers, the silicon-controlled rectifier causes only a 1.5 volt voltage drop, making transformers unnecessary. In addition, the new Toshiba system is said to eliminate "lamp singing" which plagued older types of dimmers, making it completely acceptable for television use.

Permanent Flooring Sheets Outlast Concrete

A new, durable, ready-to-lay pre-fabricated flooring which can be installed quickly over almost any floor surface, is available from The Monroe Company, Inc. of Cleveland, Ohio.

PRE-FAB FLOORING

Recommended for resurfacing concrete, wood or metal floors, the 2 ft. by 3 ft. preformed sections form a solid new surface that will withstand heavy traffic loads, according to the manufacturer. Permanently bonded NU-FLOR provides a resilient, safe and nonslip surface.

It's claimed that the simple two-step operation will not interrupt traffic or production and can be installed by inexperienced personnel.

It is reportedly ideal for hand and power operated trucks and will not chip or crack.

The standard sections are supplied in packages of 8 sheets, covering an area of 48 square feet. Each sheet is a uniform ¼ inch in thickness.

Monroe Introduces New Roofing Compound

A new bonding agent added to Damp-Dek roofing materials enables leaks to be repaired when they occur, even during driving rain. It was announced by the Monroe Company that under-roof damage can be stopped immediately before costly equipment and stock become water-soaked.

Spot repair or total recoating can be accomplished over wet roof areas. Repairs remain elastic and will not crack, blister or peel. No heating or mixing required, so that inexperienced labor can maintain year around weatherproofing.

The roofing compound is available in brush

ROOFING COMPOUND

and trowel consistencies for every type roofing problem. Brush consistency is shipped in 55, 30 and 5 gallon containers and trowel grade in 550, 300, 100, and 50 pound containers.

For complete details and descriptive literature, write the Monroe Company, Inc., 10703 Quebec Avenue, Cleveland 6, Ohio.

New GE Lamps Have Electroluminescent Source

General Electric has announced a new electroluminescent light source five times brighter than any other now commercially available.

Gormer F. Davis, of G.E.'s Miniature Lamp Dept., said that the brighter electroluminescent panels will be sold as part of an inexpensive yet unique night-light, multiple-outlet combination this year.

The new light source has many varied applications, as is evidenced by the successful installation of the lamps in the Brooklyn Paramount Theatre.

In commenting on the new product Davis said: "General Electric has been selling its electroluminescent light sources for over a year now. We have refrained from publicizing our electroluminescent panels until our production facilities could be expanded to meet the increasing demand for our lamps.

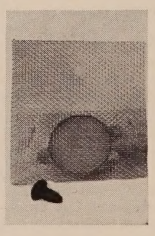
He said General Electric electroluminescent panels have 3 major advantages over similar products: (1) Their light output is five times greater; (2) They are available in four colors —green, blue, yellow, and white, instead of just green; (3) They are flexible, thin, and can be used in many more applications. Other types are made of such rigid materials as glass and metal.

"The brightness of our four colors represents a major engineering breakthrough. The least efficient of our colors is comparable in brightness to the brightest of any other electroluminescent lamp now on the market," Davis said.

General Electric electroluminescent lamps are currently available in sizes ranging from one square inch to 164 square inches (11-¾" x 14"). They are flexible plastic encapsulated panels only 30 thousandths of an inch thick or comparable in thickness and flexibility to a heavy magazine cover. Initial brightness, operating on 60-cycle, 120-volt current, ranges from 4.5 footlamberts (units of light) for green, 1.5 for yellow and white, to approximately 1 footlambert for blue. "Sample" prices range from $0.75 for a one " square to $14.00 for a 11-¾" by 14-inch rectangle. Prices for quantity orders are lower and depend upon the sizes and quantities involved.

Multi-Clean "Foam-Killer" Stops Foam Build-Up

An inexpensive new "Defoamer Pouch" developed by Multi-Clean Products, Inc., St. Paul., Minnesota, is said to effectively prevent the build-up of foam inside wet pick-up vacuum cleaners.



It consists of a special foam-inhibiting chemical enclosed in a screen pouch which is easily attached to the intake deflector of any Vacuum Cleaner.

As scrub water enters the tank, it is exposed to this chemical which breaks down suds in seconds. After the vacuum cleaner has sucked up and "treated" 3 or 4 tankfuls of water, a thin film of the material will be deposited on the filter and inside walls of the tank. This speeds the breakdown of the foam inside the machine.

Foam-Killer kits consisting of 3 defoaming pouches are available from local Multi-Clean Distributors. Special Shutoff Kits containing one Defoamer Pouch and one Disposable Shutoff Cartridge are also available.

new Dole Pacer

Dole Director

now there are two great 3-drink dispensers.

(one of them is just right for you!)

The new Dole Pacer looks like the famous Dole Director. But there's a difference:

The Pacer is an ice-cooled dispenser, designed for use where there is a ready source of ice and pre-cooled carbonated water.

The Director utilizes mechanical refrigeration and is available with a built-in carbonator, if desired.

One of them is exactly right for you! Either of them can help you increase total refreshment sales . . . and give you more profits per square foot. Look at these outstanding merchandising features:

■ *Speeds service — Serves three drinks from one dispenser.* ■ *Illuminated End Panels with brilliant transparency inserts.* ■ *Built-in Dole Valves assure accurate quality control.* ■ *New Deeper Base accommodates all size drinks.* ■ *Three 1⅛-gallon syrup tanks give big capacity.* ■ *Rugged Construction — durable Implex plastic cabinet.*

For further information, see your representative for Coca-Cola, or write: Manager, Vending and Equipment, Fountain Sales Dept., The Coca-Cola Company, P. O. Drawer 1734, Atlanta 1, Georgia.

Manufactured and distributed by The Dole Valve Company, Chicago, Illinois

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS OF THE COCA-COLA COMPANY.

New Cabinets Help Ice Cream Sales

Concession Operators Say Angle-Vision Cases Boost Sales Two and Three Times When Product Selection is Wide Enough

■ New merchandising techniques combining greater product visibility and suggestive selling by attendants, with increased emphasis on self service are showing a definite influence on ice cream sales in indoor and Drive-In theatres.

The industry, responding to rising ice cream sales, is favoring the relocation of ice cream cabinets and the handling of novelty items in the twenty cent and over category.

The Ice Cream Trade Journal reported recently that sales were maintaining a steady level year round, with winter sales in some areas approaching summer figures. In New York City, the journal reported, the sale of ice cream has equalled that of the usual refreshment stand mainstays, popcorn and candy.

The move that has had the greatest influence on sales figures appears to be the installation of new angle-vision type cabinets (see accompanying photos) with some exhibitors reporting a doubling or tripling of sales volume after installation of the new cases.

What to sell also can influence the sales picture. Usually determined by what items are geographic favorites, the wise selection and varying of items offered can help sales. The general rule is to carry a limited line of stock items and to rotate novelty items such as ice cream pies, flavored sundaes, etc.

An argument can be made for stocking a wider variety of products on the grounds that adults are more selective than the kiddies, however, stocking three or four select products that are good sellers in your area should provide you with a wide enough selection. Don't make the assumption that what sells in another locale will be a good item for you. Efficient display of the items you select will help patrons make up their minds.

Keep in mind the classic picture of the child, penny in hand, peering through the glass of a candy cabinet at the rows of bright candysticks, sourballs, licorice sticks, and mints, no more able to make up its mind that the proverbial jackass that starved between two hay stacks. Adult patrons can only be selective when confronted by a wide selection.

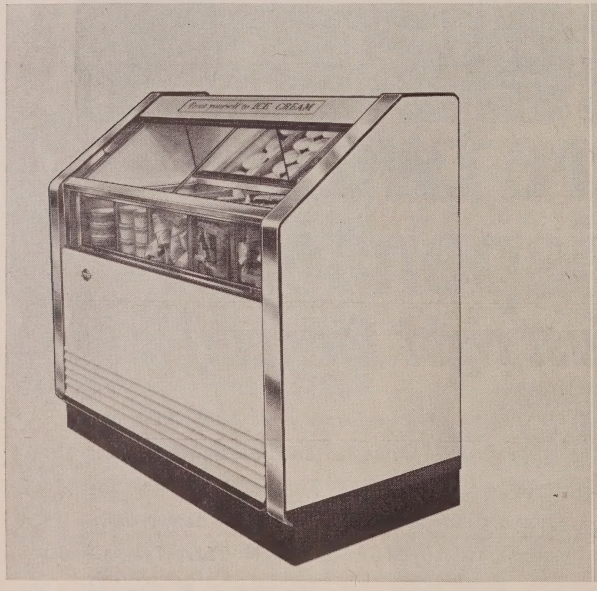
Compensate for a reduced line by alternating sundae flavors every few weeks. Back bar and cabinet posters can help patrons make up their mind and keep others from becoming impatient while waiting.

Another point to keep in mind is that the theatre owner is often forced to offer standard items offered by other retail outlets, but at a higher price. Inquire about such items as pre-packed sundae cups and off-size dixies. If you are forced to handle the same items as other retail ice cream outlets you will have to use merchandising ingenuity to help sales along.

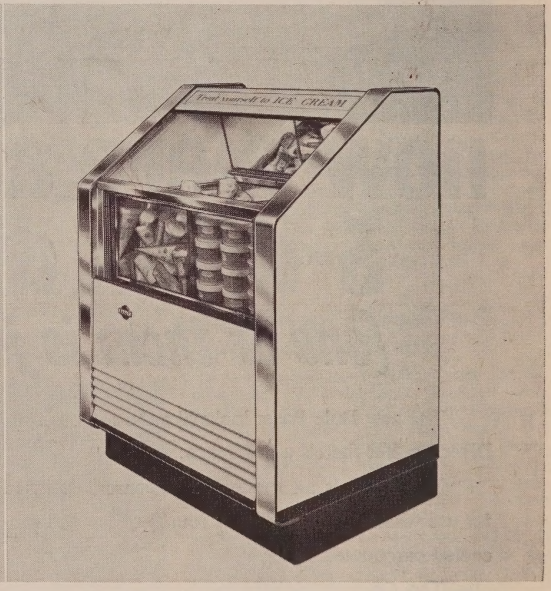
Overall, it would seem that location of ice cream cabinet and sales line are the two key factors in the theatre sale of ice cream. A modern display case sold by the Bally Case and Cooler Co., has had a striking effect on sales in both indoor and Drive-Ins. Two cases are offered, both with open front for greater product visibility, the feature that does much of your selling for you.

These cabinets are so designed that they often blend effectively with existing concession stand units to form an attractive extension. A compact model measuring 30 in. long by 26½ in. deep and 45½ in. high, can be easily located, even in small concession areas.

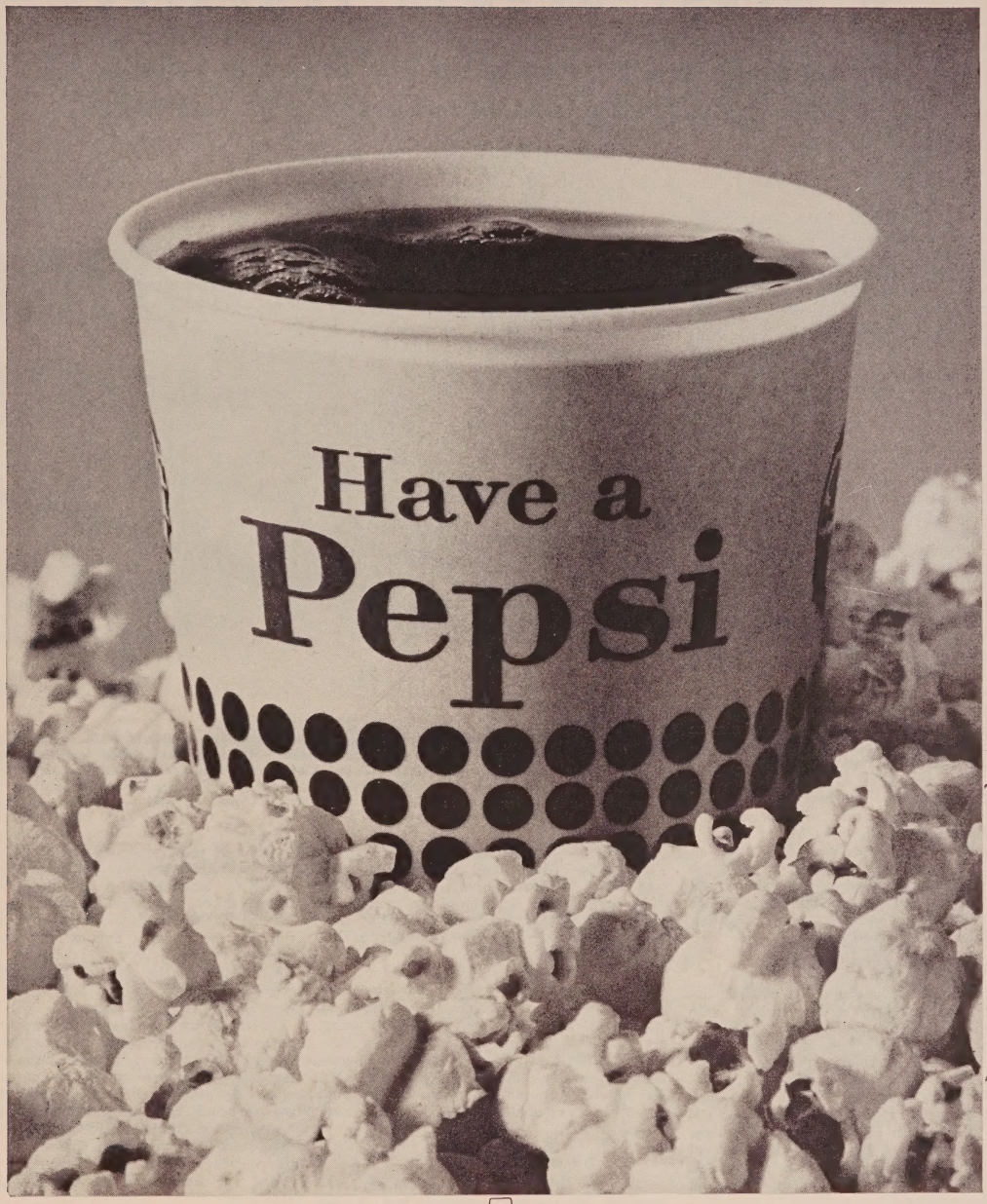
A larger cabinet for the Drive-In has a roomy storage compartment at the bottom of the case for extra storage. A representative of Bally stated "these cases are already being used in many theatres throughout the eastern states and it's truly sensational the way they skyrocket sales." Vendors report instances where sales have more than tripled.



DRIVE-IN DISPLAY CABINET



INDOOR ANGLE-VISION CABINET



PROFITZAPOPPIN!

Profits pop 'way up when you sell Pepsi and popcorn! Your Pepsi-Cola bottler will show you how to make the most of these two money-makers. Call him today!

"Pepsi-Cola" and "Pepsi" are trademarks of Pepsi-Cola Company, Reg. U.S. Pat. Off.

A Great Growth Industry

Automatic Vending Chalks Up $2.5 Billion In Sales; Adds To A Growing List Of Products Machine Vended

■ The third installment of the "soaring sixties" is nearly half paid as we pause to look at a gigantic infant among American industries—automatic vending. The vending industry, 75 years old last year, is described by industry spokesmen, among others, as one of the great growth industries of the day. Its 1961 gross sales, near $2.5 billion, is more than double the gross sales figure of 1951; and, a $4 billion mark is expected by 1965.

Automatic merchandising has come a long way since that day in 1886 when three Britons applied for the first U. S. vending machine patents. The industry has survived prejudicial legislation, vandals, cheats, and many forms of mistrust and misunderstanding, to become a respected member of the American economy. Although the industry was relatively unimportant as an element of the national product during its formative years, no other retailing method has progressed so rapidly and so imaginatively in so short a time as automatic merchandising.

From gumballs to tickets

At first, gumball, candy and other penny and nickel items were the main products of the vending business. Now, in the motion picture industry alone, it is possible that before long, patrons will purchase their admission tickets from a vending machine, and, especially in a drive-in situation, will buy refreshments in a concession area in which there may be but a few hostesses, and several banks of vending machines, offering virtually everything from candy bars to hot meals.

In the 1920's, cigarette vending became an important factor; and, in the next decade, the development of refrigeration enabled soft drinks to be sold by machine on a major scale. These sodas were first sold in bottles, then, later in cups and cans.

Slugs hurt business

During these early years, the vending industry was plagued with vandals, who plugged-up the coin slots with a variety of foreign matter; and with professional cheats who tried in various ways to "beat" the vending machines.

In the 1930's the industry, with the invention of the slug rejector, placed a major obstacle in the path of these petty larcenists. In addition to this innovation, the Federal Government passed legislation in 1944, which, being directed at slugs and their users, helped curb this problem.

For many years, the vending industry had a bad public image, in that automatic vending machines were thought to be connected in some way with the makers of various gambling devices and slot machines. Those in the vending industry actually had nothing to do with the gambling machines, but it took a major public relations campaign to convince the public.

Then, in 1947, this young industry witnessed an important breakthrough with the invention of the hot coffee machine. This device was responsible, in part, for paving the way to vending's newest and biggest area of activity

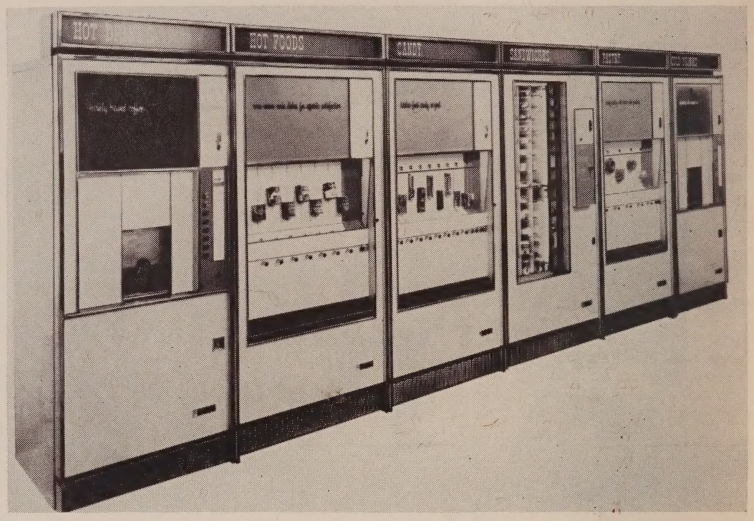


Photo above shows installation of six modern vending machines, which carry a wide variety of food items, both hot and cold. Since 1947, when hot coffee vending appeared, such installations have grown in the industrial and institutional fields. With the list of machine-vended products growing daily, the industry is looking forward to increased public patronage of vending machine sales of such items as books, newspapers, and hot foods. An estimated total of 4 million vending machines are in use.

—providing 24-hour food service in factories and offices "at the drop of a coin."

In addition to those already mentioned, the growing list of products vended by machine today includes various kinds of hot beverages, soft drinks with ice chips or cubes, all types of confections, fruit and fruit juice, hot food, ice cream, milk, sandwiches and pastries. Venders for books, ice, newspapers, postage stamps, laundry, parcel checking, weighing and toiletries are also commonplace.

Today, there are about 5,600 vending machine operating companies. There are about 150 vending machine manufacturers. In total, there are an estimated 4,000,000 vending machines in use.

N.A.M.A. Formed

Not only did 1961 mark the 75th anniversary of the vending industry, but it also marks the 25th Anniversary of the founding of the National Automatic Merchandising Association. It was founded September 14, 1936.

N.A.M.A. is the national trade association of the merchandise and service vending machine operating companies, machine manufacturers and suppliers of vendible products. Represented in membership are 1,500 operating companies and more than 175 companies in the latter two categories.

A staff of 28 employees, including 11 professional association executives, carries out the program of activities planned by the N.A.M.A. Board of Directors from Association headquarters in Chicago. In 1959, N.A.M.A. established a full-time Western Office in Los Angeles, California.

Initially, N.A.M.A. was formed to combat discriminatory taxes and unfair legislation which threatened the young industry. Educational work in the area of local, state and federal legislation is still one of the major functions of the Association.

To insure that tax levies are borne equally by all taxpayers with no discrimination against any industry, N.A.M.A. appoints state legislative chairmen from its membership who emphasize to their legislators the importance and economic function of merchandise vending. The legislative staff of N.A.M.A. does research, suggests the manner in which the members can be alerted to the problems ahead and coordinates the various legislative activities.

Over the years the activities and objectives of the Association have widened in scope to serve the best interests of the American public and the automatic merchandising industry.

Largest trade show

More than 250 members of the industry volunteer their services to the 25 committees which are engaged in the varied activities of N.A.M.A. These include the world's largest annual convention and equipment trade show; government, military and foreign liaison; pub-

(Continued on page 64)

SEEMS LIKE EVERYONE IS DISCOVERING DR PEPPER!

that's why fountain-vending sales again broke all records... for the 13th year in a row!

Fact #1: Dr Pepper tops all flavor brands in soft drink sales.
Fact #2: Last year Dr Pepper fountain-vending sales again broke all records. For the 13th year running.
Fact #3: Dr Pepper set an all-time record last year for the number of theaters switching to Dr Pepper.
With these facts in mind, you know somebody's found the right combination and part of that combination is Dr Pepper itself. It's a different soft drink and people like it. Not a cola, not a root beer, it's a happy blend of many fruit flavors. Like no other soft drink in the world. Because of its special taste, Dr Pepper is a year 'round best seller.

Another part is smart promotion, advertising, and merchandising. All three work around the clock on every level: National, regional, local... neighborhood by neighborhood, store by store.

Add up the facts — they tell their own story to the theater man who knows his business. Or prove the answer to yourself: as hundreds of other theater men have done, replace your slowest-moving drink with Dr Pepper and see the difference in sales!

Write to the Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas. The complete details will be on their way to you in hours.

Dr Pepper®

IT'S DIFFERENT...I LIKE IT!

NATIONALLY ADVERTISED... NATIONALLY DISTRIBUTED!

P.S.

The gentleman painting the Dr Pepper cup above is Harmon, the friendly new hero of our 1962 advertising program. You'll see him in LIFE, in LOOK, every week on CBS-TV and ABC-TV network programs, and in newspapers across the country. You'll also hear pretty, perky Peggy King for Dr Pepper every weekend during the peak season on NBC Radio's "Monitor."

(Continued from page 62)

lic relations and community service; labor relations; management education; standard accounting; two types of insurance plans for members and personnel employment and training. In addition, N.A.M.A. conducts a full-scale public health program which includes a national vending machine evaluation program at two leading university school of public health laboratories, a training program for vending employees who service vending machines, and other research projects. The Association also works closely with state and city public health officials in drafting local vending sanitation procedures.

Continual Research

Each activity is designed to serve the public by promoting the highest standards within the automatic merchandising industry.

Each of the three groups of members—operating companies, machine manufacturers and product suppliers—has an important role in the growth of the industry.

The manufacturers, through their research and development programs, constantly improve machines which handle standard items more efficiently. By designing and perfecting new equipment to merchandise the host of products which are being added to the automatic vending field each year, they open up new avenues of retail service to the public. The suppliers, in turn, are improving vended products and packaging design to meet the expanded markets which automatic merchandising offers them.

Venders handle details

The vending service specialist, through his direct contact with the consumer-public, is the vital cog in the automatic merchandising business. Because he retails goods directly to the consumer, he is able to advise both the manufacturer and supplier as to what the public wants, and offer suggestions for improved service. Basically, he is an expert in merchandising and servicing. He provides the capital and know-how. He is able to relieve the location owner—theater lobby, university, railroad station, hospital or employee cafeteria—of the countless details involved in providing automatic merchandise. He handles financing and selection of machines, necessary repairs and maintenance, record keeping, the disposal of waste, and literally dozens of other detailed special functions.

Photo above shows one of the earliest vending machines, of wooden construction. The invention of the slug rejector in the 1930's gave vending its great boost.

Photo above shows older installation of multiple selection vending units. Today, such installations are becoming common in business and other locations where unmanned concession operations are desired.

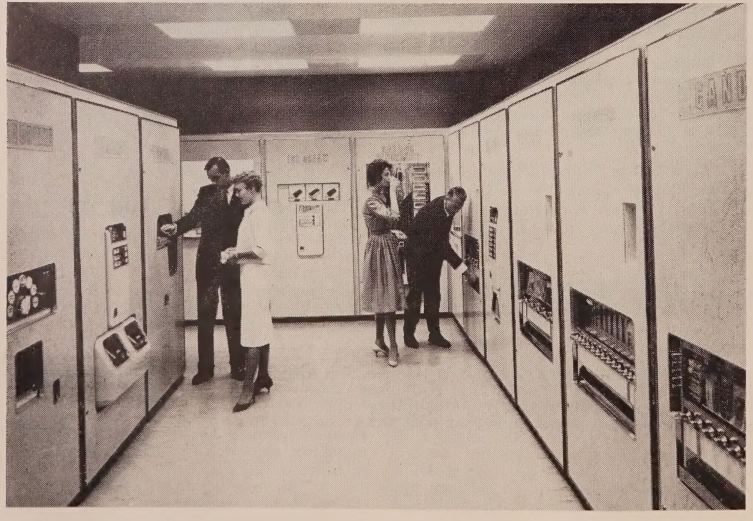
Members of N.A.M.A. subscribe to a Code of Ethics which provides, in part, that they will recognize their obligations to the public and use their best efforts to maintain the high standards of the industry.

Big Business

As was mentioned, the introduction of refrigeration and coffee venders were the major vending revolutions of earlier decades. However, an entirely different kind of factor seems to be reshaping the nature of automatic merchandising for the decade ahead. "Vending" has become a household word in the financial pages, and vending stocks match the "electronics" in investment appeal.

The major recent developments underlying this belated public recognition of vending's post-war growth are as follows: the emergence of several national and regional operating companies through a continuing series of mergers, consolidations of existing machine manufacturers and acquisitions of manufacturers by companies outside the industry (and vice versa); the issuance of securities to the public by operating and manufacturing companies; the increasing expansion of vending into "automatic" food services, in plants, offices, colleges, hospitals and many similar institutional outlets coupled with the attendant emphasis on uniform machine design allowing arrangement in modular "banks"; the advent of revolutionary machines such as iced soft drink venders, the single-cup-brewing coffee vender, the versatile merchandise and hot food venders and the paper currency changers.

In all of the services which automatic merchandising provides, it in turn requires services to operate. For example, the machine manufacturer uses the manpower of many industries to provide steel and other metals, rubber, plastic, glass, paint, glue, etc. The operator who receives machines by truck or rail uses trucks to place and stock his machines. Vending machines require electricity and water and are stocked with processed goods many of which originate as raw products on the farm.



Vending Boosts Economy

Here's how the automatic merchandising industry boosts the national economy: Automatic merchandising sales using milk or a milk by-product require the total milk production of some 250,000 dairy cows; around 41,000 trucks are in daily use, consuming 325,000 gallons of gasoline (equal to about 35 freight cars), and using about 510 new tires each day; an estimated 1.75 billion kilowatts are needed annually for automatic merchandising equipment which serves temperature-controlled items. The electric power for venders is equivalent to the power generated for New Orleans. About 900,000 tons of coal are required to generate this power—this is about 18,000 freight carloads or 80 cars every working day; in agriculture, the output of 20,000 acres was required to supply 600 million pounds of sugar used in products sold through vending equipment in 1960;

(Continued on page 66)

the difference in RC cola comes through...

the difference:

MORE PROFIT PER GALLON!

Yours—all these profitable differences when you sell Royal Crown Cola! See if you're receiving these advantages with your present supplier.

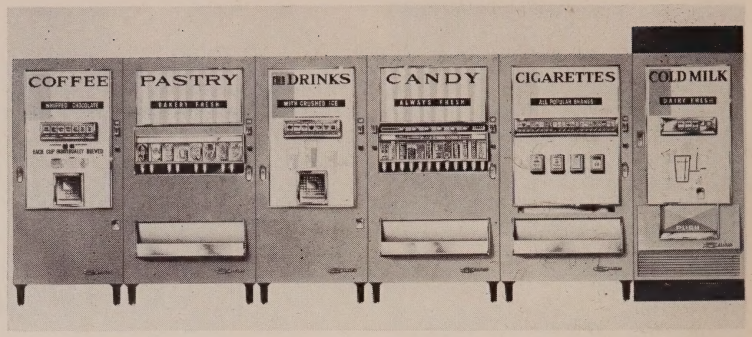
Check this handy list:

- Theater parties (write for details of 1500 successful kid promotions)
- Liberal jug-return allowance
- A leading cola and all flavors from a single source
- Local pickup and delivery
- No shipping delays, low inventories
- Local participation in promotions
- Lowest-priced national cola brand

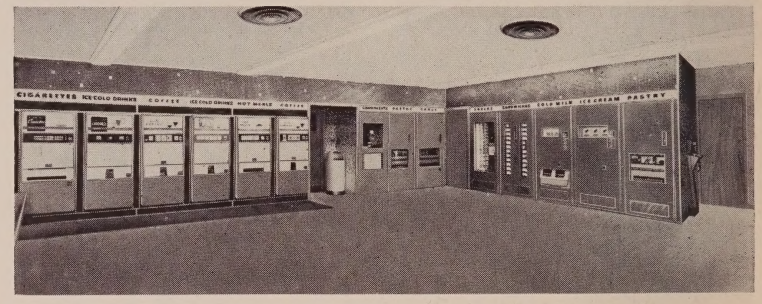
Call your local RC Cola bottler, or write: **Royal Crown Cola**

COLUMBUS, GEORGIA

(Continued from page 64)



Row of vending machines at right illustrates how vending designers place emphasis on product visibility to capture attention of prospective customers. Complete snack service can be offered by a battery of such machines.



The "vending area", as seen at right, has been incorporated into the design of many contemporary theatre lounges and concession areas. Machines can be used to tap late sales when the concession stand has closed for the evening.

obviously, automatic merchandising has created new jobs. It is estimated that about 72,000 persons are employed directly by the industry. And to support the requirements of these people and their families, about 58,000 other wage earners are necessary. Thus 130,000 persons are directly employed by automatic merchandising, and by including their families, it is apparent that about 425,000 people in the United States earn their livelihood from the industry. Thus, the industry contributes substantially to increased employment and prosperity of citizens in the United States.

International Scope

Of course, the vending industry is not limited to the United States. Robert Colby Nelson, staff correspondent for the Christian Science Monitor, noted in that paper, that the first International Vending Symposium, held in Chicago late last year as part of NAMA's convention, "was designed to clear up a variety of questions on internationalizing the vending industry. "Thomas B. Donahue, outgoing NAMA president, reminded the symposium that vending was international even in its early beginnings.

"Original vending - machine patents, he pointed out, came to the United States from England, France, and Germany. The first patents in the United States were filed by two Britons. A German engineer built models of vending machines in the 1860s. Automatic devices were in use in ancient Greece and Japan.

Standards Improve

"We can learn much from you,'" he told the 400 guests from overseas. representing 168 different companies. "We certainly should get to know each other better if we wish to sell equipment and products to you, or if we wish to buy them from you. And I foresee a great increase in activities both ways."

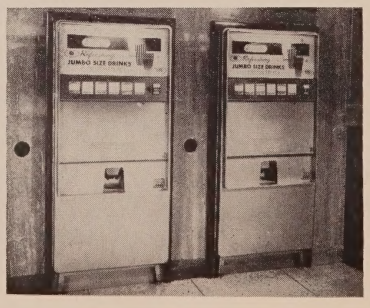
Walter W. Reed, director of public relations, NAMA, in the 1960 Convention Issue of the Association's Directory of Automatic Merchandising, noted that "demands for better service intensified an existing trend among vending companies: Part-time 'operators' have all but disappeared, except in suburban or smaller communities. So have the one-man organizations which prevailed in vending for many years.

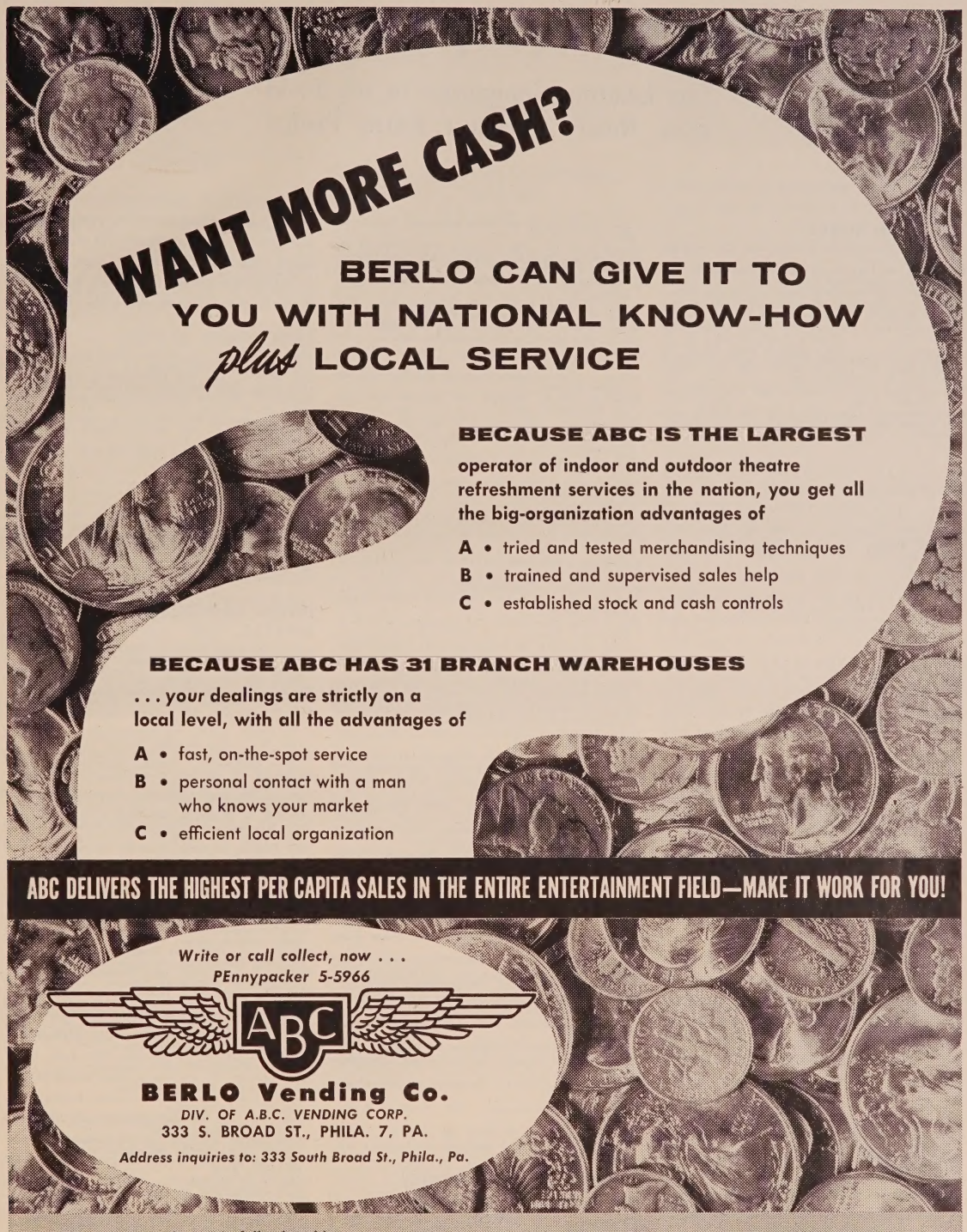
"Most companies now have at least one paid employee, small companies have grown larger. Some 700 operating companies were estimated to employ 11 or more persons in 1960.

"Better service, the mere economics of profit structure and the need for financing all contributed to 1960's most visible change in automatic merchandising: The operating company merger."

According to the 1960 operating ratio report prepared for N.A.M.A. by Price Waterhouse & Co., vending receipts are distributed as follows: wholesale cost of products to vending operators—59.39 percent; total average operating expenses—37.03 percent; average net profit—4.58 percent.

Projected estimates for 1965: $4,000,000,000 —based on an increase in vending sales at the same rate as the estimated increase recorded in the ten-year period from 1946 to 1955. With the further move toward labor and cost-saving methods in merchandising, vending machines are increasingly proving their value in new fields. Vending machines are not likely to replace existing methods of dispensing merchandise, but the industry's further growth will lie in supplementing present merchandising methods, especially after hours or where attended sales are not necessary.




WANT MORE CASH?
BERLO CAN GIVE IT TO YOU WITH NATIONAL KNOW-HOW plus LOCAL SERVICE
BECAUSE ABC IS THE LARGEST
operator of indoor and outdoor theatre refreshment services in the nation, you get all the big-organization advantages of
A • tried and tested merchandising techniques
B • trained and supervised sales help
C • established stock and cash controls
BECAUSE ABC HAS 31 BRANCH WAREHOUSES
. . . your dealings are strictly on a local level, with all the advantages of
A • fast, on-the-spot service
B • personal contact with a man who knows your market
C • efficient local organization
ABC DELIVERS THE HIGHEST PER CAPITA SALES IN THE ENTIRE ENTERTAINMENT FIELD—MAKE IT WORK FOR YOU!
Write or call collect, now . . .
PEnnypacker 5-5966
ABC
BERLO Vending Co.
DIV. OF A.B.C. VENDING CORP.
333 S. BROAD ST., PHILA. 7, PA.
Address inquiries to: 333 South Broad St., Phila., Pa.
Offices and warehouses in following cities:
LOS ANGELES, CALIF.
CHICAGO, ILL.
DETROIT, MICH.
MILWAUKEE, WIS.
ST. LOUIS, MO.
ALBANY, N. Y.
ALLENTOWN, PA.
ALTOONA, PA.
ATLANTIC CITY, N. J.
BALTIMORE, MD.
CHARLESTON, S. C.
CHARLOTTE, N. C.
CHATTANOOGA, TENN.
CINCINNATI, OHIO
CLEVELAND, OHIO
COLUMBUS, OHIO
CUMBERLAND, MD.
DAYTON, OHIO
FAIRMONT, W. VA.
FT. WAYNE, IND.
HAGERSTOWN, MD.
HARRISBURG, PA.
LIMA, OHIO
MIAMI, FLA.
NEW ORLEANS, LA.
NORFOLK, VA.
PHILADELPHIA, PA.
PITTSBURGH, PA.
RICHMOND, VA.
ROANOKE, VA.
SCRANTON, PA.
TAMPA, FLA.
WASHINGTON, D. C.
YOUNGSTOWN, OHIO

Refreshment Equipment Suppliers

The Leading Companies in the Field Ever Ready to Boost Extra Profits

BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers
Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.
Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags
Rex Paper Products Company, 21-09 Borden Avenue, Long Island City, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn
Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes
Superdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

BEVERAGES

Bowman Dairy Co., 140 W. Ontario Street, Chicago, Ill.—Chocolate milk in cans
Canada Dry Ginger Ales, Inc., 100 Park Avenue, New York—Beverages
THE COCA-COLA COMPANY, 530—5th Avenue, New York—"Coke"
Cramore Fruit Product Bases, Point Pleasant, N. J.—Fruit beverage bases
Crush International, 2201 Main St., Evanston, Ill.—"Orange Crush" drink, "Old Colony" beverages
Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages
DR. PEPPER COMPANY, 428 Second Street, Dallas, Tex.—Beverages
Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
Dutch House, Inc., 1411 N. Sydenham St., Philadelphia, Pa.—Chocolate drink
Grapette Company, 112 Grinsted, Camden, Ark.—"Grapette"
Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer
Hurty-Peck Co., 1423 Naomi Street Indianapolis, Ind.—Beverage flavors
Julep Company, 953 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
Mission of California, Inc., 197 Chatham St., New Haven, Conn. and 5040 S. Alameda St., Los Angeles, Calif.—Beverages, Mission Orange
PEPSI-COLA COMPANY, 500 Park Ave., N. Y. 22, N. Y.—Beverages
Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer
ROYAL CROWN COLA CO., 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
Bachman Chocolate Manufacturing Company, Mount Joy, Pa.
Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass
Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn N. Y.—Candy, Jordan almonds, coated licorice
Paul F. Beich Company, West Front Street Bloomington, Ill.
Blumenthal Bros., Margaret and James Streets, Philadelphia 27, Pa.
E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
Brock Candy Company, Chattanooga, Tenn.
Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.
Cadbury-Fry America, Inc., 261 Broadway, New York
Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"
Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
Cardinet Candy Company, 2172 Market Street, Oakland, Cal.
Charms, Inc., 601 Bangs Avenue, Ashbury Park, N. J.
Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.
Ferrara Candy Co., 2200 W. Taylor Street, Chicago, Ill.
Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
Adolph Goldmark & Sons, 467 Greenwich Street, New York, N. Y.—"Terry," "Assorted Pastilles"
Henry Heide, Inc., 313 Hudson Street, New York
Hershey Chocolate Corporation, Hershey, Pa.
HOLLYWOOD CANDY COMPANY, Chestnut and Calumet, Centralia, Ill.
Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.
Kelling Nut Co., 2800 Belmont, Chicago, Ill.
Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, La.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
Melster Candies, Cambridge, Wis.
National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
Necco Sales Corporation, 245 Massachusetts Avenue Cambridge, Mass.
Nestle's Chocolate, 100 Bloomingdale Rd., White Plains, N. Y.
Peter Paul, New Haven Road, Naugatuck, Conn.
Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.
Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch rolls. Chocolate rolls, Orange rolls
Reese Peanut Butter Corp., Hershey, Pa.—Reese Peanut Butter Cups.
Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints
Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.
Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
Van Houton & Zoon, 537 Greenwich St., New York, N. Y.
James O. Welch Company, 810 Main Street, Cambridge, Mass.
Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.
Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
York Caramel, Box 1147, York, Pa.
George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

COFFEE MAKER, VENDER

Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.
Cole Products Corp., 39 S. LaSalle St., Chicago 3, Ill.
Continental Vending Machine Corp., 956 Brush Hollow Rd., Westbury, N. Y.
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
Steel Products Co., 40 Eighth St., S.W., Cedar Rapids, Iowa
Superior Refrigerator Manufacturing Co., Inc., 907-917 North Broadway, St. Louis 2, Mo.

CONCESSION SERVICE COMPANIES

ABC Vending Corporation, 209 West 14th St., New York, N. Y.
BERLO VENDING COMPANY, 333 South Broad St., Philadelphia, Pa.
Confection Cabinet Corp., East Orange, N. J.
Sportservice, Inc., Sportservice Building, Buffalo, N. Y.
Theatre Confections Inc., 795 Monroe Ave., Rochester 7,

CONCESSION STANDS

Columbus Showcase Co., 850 West Fifth Ave., Columbus, O.—Showcases, candy stands
Dill, Philip A., Inc., 1209 Castle, Dallas, Tex.
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Savon Co., The, 286 Pennsylvania Ave., Paterson 3, N. J.
Supurdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis.
Samson Berman Associates, 144-03 78th Ave., Flushing 67, Long Island, N. Y.

CUPS, PAPER

Continental Can Co., 349 Oraton Street, Newark, N. J.
Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.
Hi-Land Paper Company, 274 Madison Avenue, New York
Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street New York
Maryland Cup Co., Owings Mills, Maryland.
U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

Automatic Products Company (APCO), 1270 Ave. of Americas, New York—Beverage dispenser
Automatic Syrup Company, 46-07 Vernon Bouleverd, Long Island City, N. Y.—Vending machines
Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
H. A. Bruntjen Co., 1645 Hennepin, Minneapolis, Minn.—"Mist Master" drink dispenser
C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
C. T. C. Mfg. Co., 11936 Valerio Street, N. Hollywood, Cal.—"Whirlpool Jr." beverage dispenser
Carbonaire Inc, 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
Club Bar, 141 E. 44th St., New York, N. Y.
Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser
Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vendors
Continental-APCO, 1270 Ave. of Americas, N. Y., N. Y.—Beverage dispensers
Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown O.—Beverage dispenser
Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar
Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent
Helmco, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment
Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains
Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle
W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser
Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers
The Liquid Carbonic Corporation, 3110 South Kedzie Avenue, Chicago, Ill.—Soda fountains
Lyon Industries, 373 4th Avenue, New York 16, N. Y.—Coin operated beverage dispenser
Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser
Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser
Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink
Miller & Carrell Mfg. Co., 1215 12th Street, Denver, Colo.—"Speedster" hot choc. dispenser
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor
Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser
Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Rowe AMI Mfg. Co., Inc., 50-75 W. Lexington Ave., Chicago 44, Ill. Beverage Dispenser
S and S Products Company, P O Box 1047, Lima, O.—Cold vendor, bottle

Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser
Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain
Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)
Superior Refrigerator Company, 907-917 North Broadway, St. Louis 2, Mo.
Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers
Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk
Victor Products Corporation, 901 Pope St., Hagerstown, Md.—Pre-mix beverage dispenser.
John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-jet cup vending machine.

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233 Street, New York 66, N. Y.—Pizza ovens
BALLANTYNE INSTRUMENT & ELECTRONIC CO., 1712 Jackson St., Omaha 2, Neb.—Pressure fryer
Bell Engineering Co., 55 Munroe Street, Lynn, Mass.—Bar-B-Cutie barbeque
G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt.—Pizza ovens
Broil-Quick Appliance Corp., 615 W. 131st St., N. Y. 27, N. Y.—Infra-red frankfurter grill
Burger-Mat Corp., 341 39th Street, Brooklyn, N. Y.—Hamburger equipment
J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill
Dalason Prods. Co., 835 W. Madison, Chicago, Ill.—Bar-B-Frank hot dog machine
Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer
General Mfg. Co., 1209 Castle St., Dallas, Texas
Greer Enterprises, Inc., 281 N. Grant Avenue, Columbus, O.—"Glenray" hot dog machine
Harvic Mfg. Co., 154 Nassau Street, New York 38, N. Y. Pizza ovens
Helmco, Inc., 1215 W. Fullerton, Chicago, Ill.
Charles E. Hires Co., 206 S. 24th Street, Philadelphia, Pa.—"Snak-Bar", hot dog grill and beverage server
Hollywood Servemaster, 114 W. 18th Street, Kansas City 8, Mo.—"Roto-Grill" hot dog machine
Hot Point (Div. of General Electric), 227 South Sealey, Chicago, Ill.—Food preparation equipment
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server
Nu-matic Machines Co., 250 W. 57th Street, New York, N. Y.—Automatic hot dog dispenser
Prince Castle Sales Co., 121 W. Wacker Drive, Chicago, Ill.—Bar-B-Que preparation equipment
Savon Co., 286 Pennsylvania Avenue, Paterson, N. J.—Pizza pie ovens
Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment
Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill. Hot food servers, toasters, food preparation equipment
U. S. Vending Machine Corp., 4300 N. Carlyle St., Philadelphia, Pa.—Hot dog vender
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FOODS, PREPARED

Arena Real Pizza Crust Co., 1913 White Plains Rd., Bronx 61, N. Y.—Pizza pie
Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Campbell Soup Co., Camden, N. J.—Canned Soups
Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared
Flavo-Rite Food, Inc., 2964 Lafayette Ave., Bronx, N. Y.—Egg, turkey and shrimp rolls
Frozen Food Prods., 1735 Margaret Avenue, Altoona, Pa. Frozen foods
GOLDEN PALACE FOOD PRODUCTS, INC., 543 W. 59th St., New York 19, N. Y.—Shrimp rolls, frozen chow mein, egg, vegetable and lobster rolls.
C. E. Grant, 616 East Washington, Indianapolis, Ind.—Frozen chicken
Hygrade Food Prods., 2811 Michigan Avenue, Detroit 16, Mich.—Frankfurters
Oscar Mayer Co., 910 Mayer Avenue, Madison, Wis.—Frankfurters, cold meats
Original Crispy Pizza Crust Co., 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza pie
Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie
Smithfield Ham Prods. Co., Smithfield 8, Va.—"James River Brand" meat barbecues and sauces
Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Tolona Pizza Pie Prods., Inc., 401 S. Cicero Avenue, Chicago 44, Ill.—Pizza products
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor
California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers
Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks
Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser
Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor
Snivel Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor
Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.
Beech-Nut Packing, 10 East 40th Street, New York, N. Y.
Bowman Gum, Inc., 4865 Stanton Avenue, Philadelphia, Pa.
Frank H. Fleer Corporation, 10th and Somerville, Philadelphia, Pa.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
William Wrigley, Jr. Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor
Artic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor
Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors
Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor
Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter
The Borden Company, 350 Madison Avenue, New York—Ice cream
Craig Machine Company, Danvers, Mass.—Ice cream vendor
Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream
De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons
Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors
Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor
Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine
Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine
Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor
General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer
Fred Hebel Corp., Addison, Ill.—Automatic coin ice cream vendor
Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser
Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers
Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-a-Stick Confection"
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers
Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine
National Market Equip. Co., 25531 De Quindre, Royal Oak, Mich.—Ice cream freezers and novelty cases
Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream
Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine
Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser
Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle, Wash.—Ice cream and frozen custard fountain freezer
Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream
Tekni-Craft, Rockton, Ill.—Ice Cream and custard machine
West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-Service ice cream merchandiser

POPCORN

American Popcorn Company, Sioux City, Iowa—Raw popcorn
Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.
Central Popcorn Company, Schaller, Iowa—Popcorn
Albert Dickenson Co., 2750 West 35th St., Chicago, Ill.
J. A. McCarty Seed Company, 526 Northwest 4th St., Evansville, Ind.
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
National Oats Co., Cedar Rapids, Iowa
'Pop' Corn Sez Company, 429-35 South 61st St., Philadelphia 43, Pa.
Poppers Supply Co., 1211 North Second St., Philadelphia, Pa.
Wyandotte Popcorn Co., Marion, Ohio
Y and Y Popcorn Supply Co., 256 North 13th St., Philadelphia, Pa.

POPCORN EQUIPMENT

Automatic Products Company, 1270 Ave. of Americas, New York, N. Y.—Butter dispenser
Bonanza, Inc., 2980 West Pico Blvd., Los Angeles, Cal.—Popcorn vending machines
C. CRETORS AND COMPANY, 630 West Cermak Rd., Chicago, Ill.—Popcorn equipment, butter dispenser.
Dairy Service Company, 100 East Main St., Menomonee, Wis.—Butter dispenser
DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machines, automatic
G. H. R. Enterprises, Inc., 12017½ Vose St., North, Hollywood, Cal.—Viscount, Viking popcorn machines
Hollywood Servemaster Co., 114 West 184 St., Kansas City 8, Mo.
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo.—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY COMPANY, Tarrytown, New York.—Popcorn equipment and supplies
Phenix Food Company, 460 East Illinois Ave., Chicago, Ill.
Savoral Co., Popcorn Bldg., Nashville, Tenn.—Seasoning
STAR MANUFACTURING CO., 6300 St. Louis Ave., St. Louis, Mo.—Popcorn machines, food equipment
Supurdisplay, Inc., Wisconsin Tower Bldg., Milwaukee, Wis.—Butter dispenser.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal.—Butter dispenser.

POPCORN SEASONING

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.
Best Foods, Inc., 1 East 42nd Street, New York
Capital City Products, West First and Perry, Columbus, O.
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning.
C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils.
Server Sales, Inc., Main Street, Menomonee Falls, Wisc.

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers
Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream
Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser
DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine
Food-Mobile, 240 S. Harison St., East Orange, N. J.—Portable vending cart
Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts
Walky Service Company, Schweiter building, Wichita, Kans.

CONCESSION TRAILERS

Armour and Company, Fresh and Smoked Sausage Dept., Chicago, Ill.
THE COCA-COLA COMPANY, trailers available from local distributors
Canada Dry Ginger Ale, Inc., 100 Park Ave., N. Y.
Dad's Root Beer Company, 2800-3400 N. Talman Ave., Chicago Ill.
DR. PEPPER FOUNTAIN DIVISION, P. O. Box 5086, Dallas, Tex.
Flavo-Rite Foods Company, 643 Brook Ave., Bronx 55, N. Y.
Frozen Farm Products Co., 1735 Margaret Ave., Altoona, Pa.
GOLDEN PALACE FOOD PRODUCTS, INC., 543 W. 59th St., New York 19, N. Y.—Color trailers on shrimp rolls
Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa.
Mickelberry Food Products, 43rd and State Line, Kansas City, Kans.
PEPSI-COLA COMPANY, available from local distributors
ROYAL CROWN COLA COMPANY, 10th & 9th Ave., Columbus, Ga.
Silver Skillet Brands, P. O. Box 216, Skokie, Ill.
Smithfield Ham and Products Co., Smithfield, Va.
Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee 3 Wis.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.
DuGrenier, Arthur H., Inc., 15 Hale Street, Haverhill, Mass.
Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.
Rowe Manufacturing Co., Inc., 31 E. 17th St., New York, N. Y.
Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

American Automatic Ice Machine Co., 1638 Park Ave., Faribault, Minn.
DCA Industries, 45 W. 36 St., NYC, N. Y.—Doughnut machines
S. T. Echols, Inc., Box 612, Bismarck, Mo.—Snow cones
Hollywood Servemaster, 114 W. 18th St., Kansas City 8, Mo.—Roto-Grille hot dog machines, Roto-Grille chili warmer.
Marlan Company, 500 W. Cermak Rd., Chicago 16, Ill.—Slush Master Freezer.
Scotsman, Queen Products Division, 22 Front Street, Albert Lea, Minn. Ice making machines.
Sno-Master, 124 Hopkins Place, Baltimore 1, Md.—Sno-cone, snoball machine
Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop
Tyson-Caffey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

Theatre Equipment Manufacturers

Here Is a Complete Market Guide to Filling The Needs of Every Motion Picture Theatre

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Alton Manufacturing Co., 1112 Ross Ave., Dallas, Texas.
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mishawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 3rd St., Oklahoma City, Okla.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Trane Co., 206 Cameron Ave., La Crosse, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn 15, N. Y.
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div. Harrison, N. J.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B. Engineering Corp., 114 E. 32nd St., New York 16, N Y.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 5, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Cal.
Ampex Corp., 934 Charter St., Redwood City, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
NATIONAL THEATRE SUPPLY, Tarrytown, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58 St., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC 317 N. Broad St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
Apex Brass and Bronze Works, Inc., 429 West Broadway, New York 12, N .Y.
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11, Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Col.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Royal Metal Mfg. Co., 17 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Tailer and Cooper, Inc., 75 Front St., Brooklyn 7, N. Y.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., Boonton, N J.
Electro Carbons, 940 W. Belmont St., Chicago, Ill.
NATIONAL CARBON CO., INC., 270 Park Ave., N. Y. 17, N. Y.
Ringsdorff Carbon Co., 15 W. 44th St., New York, N. Y.

CARBON SAVERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb.
Cali Products Corp, 3719 Marjorie Way, Sacramento, Cal.
Droll Theatre Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal I. Huff Manufacturing Co., 659 W. Jefferson, Los Angeles 7, Cal.
Payne Products Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1261 S. Wabash, Chicago 5, Ill.

CARPETS

Artloom Carpet Co., Allegheny and Howard, Philadelphia 33, Pa.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Firth, Inc., 295 5th Ave., New York, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave, New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphia, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., New York, N. Y.

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Philadelphia 33, Pa.
Brever Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago 40, Ill.
Glamorene, Inc., 10 E. 44th St., New York, N. Y.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill.
KINNER PRODUCTS CO., 13325 E. Broad St., Pataskala, O.

CASH CONTROL EQUIPMENT

(See BOX OFFICE EQUIPMENT)

CHAIRS

American School and Desk Co., Temple, Tex.
American Seating Co., 9th and Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630 Belton, Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
INTERNATIONAL SEAT CORP., Unon City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O.
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17. O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
American Texteel Co., Bellefontaine, O.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E I. deNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
Manko Fabric Co., 630 9th Ave., N. Y. 36, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Pantasole Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
U. S. Rubber Co., 1230 Ave. of Americas, New York 22, N. Y.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

COIN CHANGERS

Apco, Inc., 1740 Broadway, N. Y., N. Y.
National Rejectors, 5100 San Francisco Ave., St. Louis, Mo.
Vendo Co., 7400 E. 12 St., Kansas City 26, Mo.

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 West Broadway, New York 12, N. Y.
Lawrence Metal Products, Inc., Lynbrook, L. I., N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co. 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave, Syracuse 4, N Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia 7, Pa.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Dazians, Inc., 142 W. 44th St., New York, N. Y
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Griewe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Manko Fabrics, 630 9th Ave., New York 36, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
Northwest Scenic Studios, 607 Marshall St., N. E. Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY FRAMES

Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Pure Filter Corp., of America, 440 Lafayette St., New York 3 N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

DRIVE-IN

(See SEPARATE CLASSIFICATION, PAGE 98.)

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Electric Storage Battery Co., 41 S. 15th St., Phila. 2, Pa.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N. Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St. Chicago, Ill.

ESCALATORS

The Peelle Co., 47 Stewart Ave., Brooklyn, N. Y.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, New York, N. Y.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Hawthorne Mfg Co., 2930 37th Ave., S. Minneapolis, Minn.
Neumade Products Corp., 250 W. 57th St., New York 19, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS

(See LIGHTING)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Freemont Rubber Co., 115 McPherson Hwy, Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co, Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co, Watertown, Mass.
Mosaic Tile Co., Zanesville, Ohio.
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St, Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Strobite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave, Cleveland, O.

FOOTLIGHTS

(See LIGHTING)

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Smead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

(See MOTOR GENERATORS)

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Priest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa.
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, C. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co, Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah.
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATION SYSTEMS

Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., Servus-Fone div., (Electronic Car Hop), 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 540 W. 58 St., New York 19, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard, Phila. 33, Pa.
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago 40, Ill.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave, Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
KINNER PRODUCTS CO., 13325 E. Broad St., Pataskala, O.
Melro Enterprises, Cramer Road, Poughkeepsie, N. Y.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co, 295 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 13, O.
Kliegl Bros. Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago, Ill.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 347 King St., Northampton, Mass.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
Wollensak Optical Mfg. Co., 350 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N. Chicago, Ill.
Black, M., Mfg. Co. 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp. 638 S. Federal St., Chicago, Ill.
GoldE Manufacturing Co., Heiland div., Denver, Colo.
Grimes Manufacturing Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartsell, Ala.
Revere Electric Manufacturing Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spare Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scientific Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
WAGNER SIGN SERVICE INC., 218 S. Hoyne St., Chicago 12, Ill.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St. New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 42 West Broadway, New York 12, N. Y.
Bevelite, Inc., 3626—11th Ave., Los Angeles, Calif.
Art in Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., Lynnwood, L. I, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts, Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St, Bloomfield, N. J.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MAGAZINES

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 Seventh Ave., New York, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J
GOLDBERG BROS., 3500 Walnut St., Denver, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Motiograph, Inc, 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cincinnati 30, O.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill
Wenzel Projector, 2505 S. State, Chicago, Ill.

MARQUEES (See SIGNS & MARQUEES)

MARQUEE LETTERS

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy, Fremont, O.
Goodyear Tire & Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave, Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc, 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MOTOR GENERATORS

Automatic Devices Co., 114 North 8th Street, Allentown, Pa.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio.
Imperial Electric Co., 84 Ira Ave., Akron, O.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Robin, J. E., Inc., 267 Rhode Island Ave., East Orange, N. J.

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PAINT

NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S. Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Motiograph, Inc, 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
STRONG ELECTRIC CORP. 87 City Park Ave., Toledo, O.
WESTREX CORP., 540 W. 58 St., New York 19, N. Y.

PROJECTOR INTERLOCKS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
Motiograph, Inc., 4431 W. Lake, Chicago, Ill.
Natural Vision Corp, 1710 N. LaBrea, Hollywood, Calif.

PROJECTORS PARTS

LA VEZZI MACHINE WORKS, 4635 West Lake St., Chicago 66, Ill.

PROJECTORS, 35mm

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
GENERAL PRECISION LABS, Pleasantville, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR CO., Eindhoven, Netherlands.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58 St., New York 19, N. Y.

PROJECTORS, 70mm

CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
CINEMECCANICA OF MILAN — Distributor: CINEMATOGRAPH INTERNATIONAL, 341 W. 44th St., New York 36, N. Y.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR COMPANY, Eindhoven, Netherlands.

PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
Bell and Howell Company, 7183 McCormick Rd., Chicago, Ill.
North American Philips, Norelco Projectors, 100 E. 42 St., New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Philips Projectors Co., Eindhoven, Netherlands.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

RECTIFIERS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneve, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Carver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp. (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J.
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo 3, O.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Reevall Mfg. Co. (Rectifier Tubes), 5217 Euclid Ave., Cleveland 3, Ohio
J. E. Robin, 267 Rhode Island Ave., E. Orange, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 First Avenue, Seattle 1, Wash.

REELS AND REWINDS

General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Calif.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Griswold Machine Works, Port Jefferson, N. Y.
Neumade Prods. Co., 250 W. 57th St., New York 19, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16, Ill.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N.Y.
HEYER-SHULTZ, INC., Cedar Grove, New Jersey
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburgh, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York City 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT (See JANITOR SUPPLIES)

SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bodde Screen Co., 829 Venice Blvd., Los Angeles 34, Calif.
Carpenter, L. E. & Co. (Vicra-Lite div.), Wharton, N. J.
Hurley Screen Co., 96-17 Northern Blvd., Corona, L. I., New York.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Trans-Lux Corp., 1270 Avenue of the Americas, New York, N. Y.
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St., Louis 6, Mo.
Williams Screen Co., 1620 Summit Lane Blvd., Akron, O.

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
R. H. Mitchell & Co., Hartselle, Ala.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Nick Mulone and Son, Cheswick, Pa.
Selby Industries, 1350 Ghent Hills Rd., Akron 13, O.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Beach Co., Coshocton, O.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Century Lighting Inc., 521 W. 43rd St., New York, N. Y.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS AND MARQUEES

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
Artcraft-Strauss Sign Co., 830 12th Ave., New York, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford ,O.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Triple-S Supply Co., 206 First St., San Francisco, Calif.
WAGNER SIGN SERVICE, INC., 218 S. Hoyne Ave., Chicago 12, Ill.

SOUND EQUIPMENT

Altex Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif.
Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
EPRAD, 1206 Cherry St., Toledo, O.
Fine Sound, 711 5th Ave., New York, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
GENERAL PRECISION LABS, Pleasantville, N. Y.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
PHILIPS PROJECTOR COMPANY, Eidhoven Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 267 Rhode Island Ave., E. Orange, N. J.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

Altec Service Co., 161 6th Ave., New York 13, N. Y.
RCA Service Co., Technical Prods. Div., Camden 8, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTLY SCENIC STUDIO, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge, 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TICKET BOXES

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
GENERAL PRECISION LABS., 63 Bedford Rd., Pleasantville, N. J.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.

NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Ashbury Park, N. J.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Kelier Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arkatec Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York 19, N. Y.

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York 17, N. Y.

UNIFORMS

Angelica Uniform Co., 1427 Olive St., St. Louis 3, Mo.
S. Appel and Co., Inc., 740 Broadway, New York 3, N. Y.
Brooks Uniform Co., Inc., 75 West 45th St., New York, N. Y.
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill.
REVERSIBLE COLLAR CO., 111 Putnam Ave., Cambridge, Mass.
Troy Novelties Co., 5 Union St., Troy, N. Y.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O.
GENERAL REGISTER CORP., 745—5th Ave., New York 22, N. Y.
K-Hill Signal Co., Inc., 326 West 3rd St., Uhrichsville, O.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Palmer Engineering and Development Co., 2459 North Chico Ave., El Monte, Calif.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.

ATTRACTION BOARD

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
BALLANTYNE INSTRUMENT & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Tiffin Art Metal Co., Tiffin, Ohio
WAGNER SIGN SERVICE, INC., 218 South Hoyne, Chicago 12, Ill.

BEACON ATTRACTION LIGHTS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Federal Sign & Signal Co., 8764 S. State St., Chicago 9, Ill.
Tripp Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

CABLE AND SPEAKER CORDS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1707 Davenport St., Omaha, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
U.S. Steel Corp., Pittsburgh, Pa.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn.

DRIVE-IN THEATRE SEATING

American Seating Co., 9th & Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich
MASSEY SEATING CO., 100 Taylor St., Nashville 8, Tenn.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

IN-CAR HEATERS

Arvin Industries, Columbus, Ind.
ELECTROMODE, 45 Crouch St., Rochester, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

IN-CAR SPEAKERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflex Corp., 4900 W. Grand, Chicago, Ill.
United Speaker Co., 1263 3rd Ave., New Kensington, Pa.
WESTREX CORP., 540 W. 58 St., New York

INSECTICIDES, REPELLENTS

C. B. Dolge Company, Westport, Conn.
Pic Corp., 481 Washington Ave., Newark, N. J.
Swingfog, Inc., 415 Lexington Ave., New York, N. Y.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan.
Mideast Sales, P. O. Box 62, Lockland, Ohio.
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y.

PLAYGROUND EQUIPMENT, RIDES

American Playground Device Co., Anderson, Ind.
Burke, J. E., Co., Fond Du Lac, Wis.
Doepke Mfg. Co., Rossmoyne, O.
Herschell, Allan Co., N. Tonawanda, N. Y.
Hills Playground Equip. Co., Grand Prairie, Texas.
Game Time, Inc., Litchfield, Mich.
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif.
King Amusement Co., Mt. Clemens, Mich.
MIRACLE EQUIP. CO., Grinnell, Iowa.
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Play Sculpture, 7 University Place, New York, N. Y.
Pressweld INC., Sebring, Ohio

POOLS AND EQUIPMENT

American Playground Device Co., Anderson, Ind.
International Swimming Pool Corp., 290 Hall St., White Plains, N. Y.

PORTHOLE BLOWERS

Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.

SCREEN COATINGS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Plast X Plate, Berwyn, Pa.
Spatz Paint Industries, Inc., 5237 Manchester St., St Louis 10, Mo.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, O.

SCREEN TOWERS, SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha 2, Neb.
CAREW STEEL COMPANY, York, Penna.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
Selby Industries, 1350 Ghent Hills Rd., Akron 13, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Oregon.
Tweedy Screen Corp., 5055 N.E. 6 St., Minneapolis 21, Minn.

SPEAKER POST (DRIVE-IN)

Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKER REPAIR

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Sound Crafters, 232 Crown Ave., Scranton, Pa.
Western Electronic Co., 3311 Houston Ave., Houston, Tex.

SWIMMING POOLS

(See POOLS and EQUIPMENT)

Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 1912½ Morris Ave., Birmingham 3. Telephone: ALpine 1-8665. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARIZONA

*ARIZONA FILM SUPPLY COMPANY, 33 W. Congress St., Tucson. Telephone: 26272. PERSONNEL—Nick Diamos, George N. Diamos, George O. Diamos. AREA SERVED—Arizona.

ARKANSAS

ARKANSAS THEATRE SUPPLY, 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—Owner: H. E. Wortsmith. Manager: Mrs. Kathryn Butler. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

MIDSTATE THEATRE SUPPLY, 1906 Thomas, Fresno. Telephone: ADams 3-2455. PERSONNEL—Owner and manager: Paul Wallace. AREA SERVED—Central California.

*J. M. BOYD COMPANY, 2032 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 2-0046. Products Sold: West Coast Distributor for Holmes Projector Company. AREA SERVED—Southern California.

*JOHN P. FILBERT COMPANY, I NC.,2007 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 4-1195. PERSONNEL—President: J. E. Miller. Secretary-Treasurer: John P. Filbert, Jr. Sales Manager: Spero L. Kontos. Office Manager: Ida K. Marshall.

NATIONAL THEATRE SUPPLY COMPANY, 1961 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-4193. PERSONNEL—Vice President: L. C. Ownbey. Manager: G. J. Hessick. Salesmen: Al Schuyler, Sam Aspaas, Cal Tyler, S. Lay. Service Man: J. Denny. Shipper: W. Decuir. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1969 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-3111—(Emergency Night) DUnkirk 8-6764, TOpaz 2-3412. PERSONNEL—President and General Manager: Louis M. Wutke. AREA SERVED—Southern California, Arizona, and Nevada.

B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 3-1145—(Night) EXbrook5-7577, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, F. T. Lay. Engineer: Henry Grussing. AREA SERVED—Southern California, Arizona, Southern Nevada.

*GLENN E. KOROPP, 3600 San Ysidro Way, Sacramento 25. Telephone: IVanhoe 9-0941. PERSONNEL: Glenn E. Koropp, Virginia E. Koropp. Products Sold: In-Car Speakers. AREA SERVED: All Western States.

NATIONAL THEATRE SUPPLY COMPANY, 255 Golden Gate Ave., San Francisco 2. Telephone: MArket 1-4171. PERSONNEL—Manager: R. H. Woelfl. Salesmen: J. C. Dalk, John Riley. Shipper: Al Reinhart. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

WALTER G. PREDDEY, 187 Golden Gate Ave., San Francisco 2. Telephones: UNderhill 1-7571-2—(Emergency Night) JUniper 6-1038. PERSONNEL—Owners: Walter G. Preddey, Robert O. Bemis (Copartnership). Salesman: M. C. Brittan. AREA SERVED—California, Nevada, Oregon, Hawaii.

B. F SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 2. Telephone: UNderhill 1-1816. PERSONNEL—Manager: R. A. Brobeck. Salesman: Wesley Rosenthal. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 168 Golden Gate Ave., San Francisco 2. Telephone: PRospect 6-1251. PERSONNEL—General Manager: James R. Barry. AREA SERVED—California, Nevada.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 5. Telephones: TAbor 5-0201—(Emergency Night) SKyline 6-8573. PERSONNEL—Manager: J. B. Stone. Assistant Manager: J. R. Lutz. Salesmen: Morton Dyksterhuis, Merle Schwaninger, C. H. Lyman, R. J. Miller, Jim Cowhick. Service Men: Aaron McDaniel. Shippers: Clarence Clausen, John Youngquist. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

*SERVICE THEATRE SUPPLY COMPANY, 2054 Broadway, Denver 2. Telephone: AL 5-1597—(Emergency-Night) HArrison 9-7156. PERSONNEL—President: Ted Knox. Secretary and Treasurer: Elsie Knox. AREA SERVED—Denver Film Territory.

WESTERN SERVICE & SUPPLY, INC., 2071 Boadway, Denver 5. Telephones: KEystone 4-1979—WEst 6-4360. PERSONNEL—President & Gen'l Mgr: R. K. Tankersley. Vice-President: Harry Vaupel. Sec-Treas: Susan Tankersley. Office Secretary: Elaine Horvath. Office Sales: Don R. Gallagher. Shipping Clerk: Jim Kelley. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, Montana, New Mexico.

CONNECTICUT

NATIONAL THEATRE SUPPLY COMPANY, 1890 Dixwell Avenue, Hamden 14. Telephones: ATwater 8-2547—(Emergency Night) ATwater 8-8063. PERSONNEL—Manager: R. J. Mauro. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

BEN LUST THEATRE SUPPLY COMPANY, 1005 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376-7. Owner and Manager: Irwin Lust. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 1013 New Jersey Ave., N.W., Washington 1. Telephones: STerling 3-8938—(Emergency Night) WOodley 6-8128, EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S Wheeler. AREA SERVED— Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

*F. E. VAN HOESEN CO., Inc., 1001 N. E. 82nd Terrace, Miami 38, Fla. Products Sold: Heywood Wakefield seats, sole distributor. AREA SERVED—Florida.

JOE HORNSTEIN, INC., 273 W Flagler St., Miami. Telephones: FRanklin 4-7596—(Emergency Night) MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineer: O. G. Taylor, 2927 Lown Ave., Tampa. AREA SERVED—Southern States.

UNITED THEATRE SUPPLY CORPORATION, 2408 Grand Central Ave., Tampa 1. Telephone: 8-5189. PERSONNEL—Secretary: Edna L. Worth. Counter Man: S. W. Smith. AREA SERVED—Florida, South Georgia, Cuba, the Bahamas.

GEORGIA

*DIXIE THEATRE SERVICE AND SUPPLY COMPANY, 1010 N. Slappey Drive, Albany. Telephones: HE 2-2846—(Emergency Night) HE 2-2317. PERSONNEL—President and General Manager: J. O. McClung. Vice-President: L. W. McClung. Engineer: W. C. McClung. Service: Buddy McClung. Sales: C. T. Arn. AREA SERVED—Georgia, Alabama, Florida, Tennessee.

CAPITAL CITY SUPPLY COMPANY, INC., 161 Walton St., N.W., Atlanta 3. Telephones: JA 1-1244—(Emergency Night) CE 3-6885; TR 2-4493. PERSONNEL—President and Manager: O. J. Howell. Vice-President in Charge of Sales: Lewis Waits. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 187 Walton St., N.W. Atlanta 3. Telephone: JAckson 4-8486-87. PERSONNEL—Manager: J. G. Thigpen. Assistant Manager: R. L. McWilliams. Salesmen: Wm. Servies, C. F. Davis Jr. Service Man: C. Harris. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

*WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 8. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: EDison 3-6101, 150 Walton St., N. W. Atlanta 3, Ga. Telephone: Jackson 2-4613. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. AREA SERVED—Alabama, Florida, Georgia, Tennessee.

*RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(If no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

HAWAII

*CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 63571, Merchandise Department. PERSONNEL— T. A. McKee. AREA SERVED—Hawaiian Islands.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 1055 Alakea St., Honolulu 13. Telephone: 5-7351. PERSONNEL—President and General Manager: Ray Jackson. Products Sold: Complete Theatre Equipment and Supplies. AREA SERVED—South Pacific.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 5. Telephones: HArrison 7-7573-74-75-76. PERSONNEL—President: Harold Abbott. Treasurer: Eleanore Abbott. Secretary and General Manager: Erwin J. Peterson. Office Manager: Elaine Korose. Counter and Shipping: Patrick Coyle. AREA SERVED—Illinois, Northern Indiana.

*AN-GAR, INC., 2831 N. Clark St., Chicago. PERSONNEL—G. C. Anders, R. W. Dassow.

MOVIE SUPPLY COMPANY, INC., 3507 North Pulaski Rd., Chicago. Telephone: COrnelia 7-3130. AREA SERVED —Entire U. S.

AN-LEE, INC., ELECTROCARBONS, 940 W. Belmont Ave., Chicago. Telephone: DI 8-3575. Products Sold: All lines, parts, repair kits, etc.

NATIONAL THEATRE SUPPLY COMPANY, 1325 S. Wabash Ave., Chicago 5. Telephone: WAbash 2-8266. PERSONNEL—Manager: E. C. Novak. Salesman: J. L. West. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 442 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-1727. PERSONNEL—B. Hopkins, M. Hopkins. S. Goddard, R. Webster, F. Leas.

NATIONAL THEATRE SUPPLY COMPANY, 408 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-4517—(Emergency Night) OLfford 5-5825, WAlnut 6-6490. PERSONNEL—Manager: B. N. Peterson. Office Manager: N. Geraght Salesman: W. S. Smith. Inside Salesman: Ronald Russell. AREA SERVED—Indiana, Kentucky.

PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 964-5181. PERSONNEL—Geo. Wenger, Joel Wenger. Products Sold: 16 & 35mm equipment, controlled reader.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121-23 High St., Des Moines 9. Telephone: CH 3-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: H. N. Sutton. AREA SERVED—Iowa.

KANSAS

*SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM-2-2153 PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED— Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427-29 S. 3rd St., Louisville 2. Telephone: JUniper 4-7559, JUniper 3-3186. PERSONNEL—Owners: W. E. Carrell, Sr., W. E. Carrell, II, J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., Dallas Freeman. Counter Man: Harry Woodson. Service Engineer: John MacDonald. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

HADDEN THEATRE SUPPLY COMPANY, 209 S. 3rd St., Louisville 2. Telephones: JUniper 4-0477—(Emergency Night) GLendale 2-2153 PERSONNEL—Owner: J. Stoner Hadden. Office Manager: Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

*HODGES THEATRE SUPPLY CO, INC., 1309 Cleveland Ave., New Orleans 13. Telephones: 524-8356—(Emergency Night) 729-3441, FAirview 8902. PERSONNEL—Manager: J. P. Magendie. Salesman: Mel Gadel. Sound Engineer & Salesman: H. J. Ballam. AREA SERVED—Louisiana, Southern Mississippi, Southern Alabama, Northern Florida.

NATIONAL THEATRE SUPPLY COMPANY, 220 S. Liberty St., New Orleans 12. Telephone: 524-4891. PERSONNEL—Manager: T. W. Neely. Shipper: P. Caruso, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

EDITOR'S COMMENT

While every effort has been made by repeated mailings and even by long distance telephone to achieve a high degree of accuracy and uniformity in the domestic, Canadian, and foreign theatre supply dealer entries which follow, it has been impossible to secure the 100 per cent cooperation of the dealers themselves in confirming, revising, or amplifying the information in these FREE listings.

With the assistance of most of the large concerns with branch offices in the U. S. and affiliates overseas, we have been able to supply up-to-the-minute information on such outlets. Other dealers who have not confirmed, revised, or amplified their listings as requcsted are indicated by an asterisk (*).

*SOUTHEASTERN THEATRE EQUIPMENT COMPANY OF LOUISIANA, 214 S. Liberty St., New Orleans 12. Telephone: Tulane 8661. PERSONNEL—Resident Manager: W. H. Murphy, Jr. Representative: Don Wilmoth. Office Manager: Ruth Tusman Segal.

ALON BOYD, P. O. Box 362, Shreveport. Telephone: 422-6612. AREA SERVED—Louisiana, Mississippi, Southwest Alabama.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore 18. Telephones: BEImont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Salesman: Jack Dusman. Service: Clay Langlotz. AREA SERVED—Maryland, District of Columbia, Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 417 St. Paul Place, Baltimore 2. Telephones: MUlberry 5-8266-67. PERSONNEL—Manager: H. C. Atkinson. Service Man: L. P. Sieber. Counter Clerk: E. L. Exler. Shipping Clerk: L. Gough. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 16. Telephones: LIberty 2-6797—(Emergency Night) OXford 8-6855, FAirview 3-3192. PERSONNEL—President: Frank M. Gray. Vice-President: Ernest J. Comi. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephone: LIberty 2-9814, LIberty 2-0356. PERSONNEL—Owner: P. E. Comi, Manager: William J. Cliggot. Sales and Installation: P. E. Comi, Joseph Testa. (Emergency Night) Joseph Testa, TWinbrook 4-4944. P. E. Comi, OXford 6-7637. AREA SERVED—All New England states.

NATIONAL THEATRE SUPPLY COMPANY, 37 Winchseter St., Boston 16. Telephones: LIberty 2-2663—(Emergency Night) LOgan 7-7747 PERSONNEL—Manager: H. J. McKinney. Salesmen: Lawrence Cooney, George Poore, Peter Hug. AREA SERVED—New England States, except Connecticut.

MICHIGAN

*AMUSEMENT SUPPLY COMPANY, 208 W. Montcalm St., Detroit.

NATIONAL THEATRE SUPPLY COMPANY, 2312 Cass Ave., Detroit 1. Telephones: WOodward 1-2447-8-9—(Emergency Night) (MAyfair 6-5702, PArkway 2-8247. PERSONNEL—Manager: C. Williamson. Salesman: J. J. Kenny, F. Smith. Service Man: Tom Sandebaker. Shipping Clerk: R. Regan. AREA SERVED—Michigan.

RINGOLD THEATRE EQUIPMENT COMPANY, 106 Michigan St., N.W., Grand Rapids 2. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave., Detroit. Telephone: WOodward 1-1122. (Emergency Night) Howie Forbes, VErmont 7-1227.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

*ELLIOTT FILM AND THEATRE EQUIPMENT COMPANY, 1110 Nicollet Ave., Minneapolis.

FROSCH THEATRE SUPPLY, 51 Glenwood Ave., Minneapolis 3. Telephone: FEderal 5-1166. PERSONNEL—Owner: M. E. Frosch. Manager: Henry Miller—JU 8-7889. AREA SERVED—Minnesota, North Dakota, South Dakota, Northern Iowa, Northern Wisconsin, Northern Michigan.

MINNEAPOLIS THEATRE SUPPLY, INC., 75 Glenwood Ave., Minneapolis 3. Telephones: FEderal 5-3306—(Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist. AREA SERVED—Minnesota, North and South Dakota, North-West Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 56 Glenwood Ave., Minneapolis 3. Telephones: FEderal 2-8273. PERSONNEL—Manager: V. J. Barrett. Salesmen: A. T. Crawmer, Ron Nelson, Marty Schendel. Servicemen: H. R. Peterson, A. Kuiper. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070-1. PERSONNEL—Owners: Mrs. Maxine Peek and J. Eldon Peek. Manager: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 223 W. 18th St., Kansas City 8. Telephones: BAltimore 1-9858—(Emergency Night) JAckson 3-8082. PERSONNEL—Manager: G. K. Slipper. Salesmen: W. A. Allison, W. R. Davis, Paul Fine. Store Sales: C. D. Whitney. Shippers: R. L. Saunders. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

SHREVE THEATRE SUPPLY COMPANY, 217 W. 18th St., Kansas City 8. Telephones: HArrison 1-7849. (Emergency Night) WIllow 2-1225.

*STEBBINS THEATRE EQUIPMENT COMPANY, 1804 Wyandotte, Kansas City 8. Telephones: GRand 1-0134—(Emergency Night) DRexel 1-2791. PERSONNEL—Manager: C. H. Badger. Sales: C. P. Pearce, J. J. Gillis. AREA SERVED—Kansas, Missouri, Oklahoma, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 3222 Olive St., St. Louis 3. Telephones: JE 1-6350-51. PERSONNEL—Manager: H. H. Hoff. Salesman John Mattler. Shipper: C. Allen. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

NEBRASKA

BALLANTYNE COMPANY, 1712 Jackson St., Omaha 2. Telephones: 342-4444, 342-4445, 342-4446. PERSONNEL—Executive Vice-President: J. Robert Hoff. Sales Engineer: Edward J. Nelson. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

QUALITY THEATRE SUPPLY, INC., 1515 Davenport St., Omaha 2. Telephone: 341-7253. (Emergency Night) 391-1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEVADA

STAGE SOUND AND EQUIPMENT, INC., 322 Wall St., Las Vegas, Nevada. Telephone: DU-4-2644. Complete sound and lighting equipment.

NEW JERSEY

*THEATRE SUPPLY CORPORATION, 267 Rhode Island Ave., E. Orange. Telephone: ORange 7-1423. PERSONNEL—General Manager: Louis Weiner.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephones: POrter 2-1371—(Emergency Night) POrter, 3-4538. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

ALBANY THEATRE SUPPLY COMPANY, 443 N. Pearl St., Albany 4. Telephones: HO 5-5055—(Emergency Night) 62-4306. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: Ed McCaffery, John Bylancik, Ed Herrmann. Manager: Jack McGrath. Counter: A. Bonano. AREA SERVED—New York State, Vermont, Massachusetts.

NATIONAL THEATRE SUPPLY COMPANY, 962 Broadway, Albany 4. Telephones: HObart 5-5724—(Emergency Night) West Lebanon 3-6322. PERSONNEL—Manager: Ralph J. Mauro Counter Clerk: David E. Porter. Secretary: Doris B. McGrath. AREA SERVED—Central New York.

AUBURN THEATRE EQUIPMENT COMPANY, 11 North Street, Auburn. Telephone: 2-5141. PERSONNEL—Owner: Selio DePasquale. Sales Manager: Charles J. Vanderloo. Office Manager: N. Strecker. Treasurer: Kathryn De Pasquale. Salesmen: M. E. Dawson. Counter Man: John DePasquale. Products Sold: Everything For The Theatre.

NATIONAL THEATRE SUPPLY COMPANY, 500 Pearl St., Buffalo 2. Telephones: TL 4-1736—(Emergency Night) TR 6-2881, NL 2-2508, TR 5-8558, TR 6-4473. PERSONNEL—Manager: G. R. George. Salesmen: M. E. Pickrell, Jr., Al Becker, F. A. Ciemny. Office Manager: Bertha Kreink. AREA SERVED—Western New York State.

CAPITOL MOTION PICTURE SUPPLY COMPANY, 630 Ninth Ave., New York 36. Telephone: PLaza 7-4510. PERSONNEL—Ben Perse, Harry Perse. Sales Engineer: Peter Braut. Counter Men: Sam Ochs, Peter Braut. AREA SERVED—Southern New York State, Pennsylvania, New Jersey, Ohio.

CINEMATOGRAPH INTERNATIONAL, INC. (Export Division of Joe Hornstein, Inc.), 341 W. 44th St. New York 36. Telephone: Circle 6-6285 (Emergency Night) ESplanade 6-5698. SCarsdale 3-1623. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesman: Julian Norwick. Service Engineers: H. Schwartz, Joe Kelly. AREA SERVED—Entire World.

CROWN MOTION PICTURE SUPPLIES CORPORATION, 354 W. 44th St., New York 18. PERSONNEL—Owner and President: Julius H. Katz. Salesman: Wallace J. Katz. AREA SERVED—New York, Northern New Jersey, Connecticut.

JOE HORNSTEIN, INC., 341 West 44th St., New York 36. Telephones: Circle 6-6285-86-87-88-89 (Emergency Night) SCarsdale 3-1623, ESplanade 6-5698, BOulevard 8-1811. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesmen: J. Norwick, C. Scott. Service Engineers: D. Corbett, H. Schwartz. AREA SERVED—Eastern States.

NATIONAL THEATRE SUPPLY COMPANY, 356 W. 44th St., New York 18. Telephone: Circle 5-6900. PERSONNEL—Manager: A. F. Baldwin. Sales Manager: Bernard J. Kleid. Salesmen: H. E. Pear, S. Rindner, Allen G. Smith, J. L. Worten. Shipping Clerk: A. Haines. AREA SERVED—Greater New York City, Southern New York, Northern New Jersey.

S.O.S. PHOTO-CINE-OPTICS, INC., 602 W. 52nd St., New York 19. President: Joseph A. Tanney. Vice-President: Wm. H. Allen. Treasurer: D. J. Capano. Sales Manager: D. J. Capano. Sales Promotion Manager: Lionel Habas. Comptroller: H. Spitzer. Secretary: Harriet Marks.

WESTREX CORPORATION, International Department, 540 W. 58th St. New York 19. Telephone: JUdson 2-3030.

NORTH CAROLINA

CHARLOTTE THEATRE SUPPLY, 227 S. Church St., Charlotte 1. Telephones: ED 3-9369, FR 6-1452—(Emergency Night) FR 5-6578. PERSONNEL—Manager: Frank M. Strange. Sales Representative: J. C. Tipton.

DIXIE THEATRE SUPPLY COMPANY, 213 West Third St., Charlotte 1. Telephones: EDison 2-4343—(Emergency Night) EDison 3-3381. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

HARRIS THEATRE SALES, INC., 315 S. Church St., Charlotte 1. Telephones: FR 5-1349—(Emergency Night) KE 7-5209. PERSONNEL: President and Treasurer: W. F. Harris. Vice-President and Secretary: J. E. Harris. Director: V. E. Jordan. S. Carolina Salesman: Dean House. N. Carolina Salesman: W. F. Harris, Jr. AREA SERVED—North and South Carolina.

NATIONAL THEATRE SUPPLY COMPANY, 304 S. Church St., Charlotte 1. Telephones: ED 2-7753, ED 2-7754—(Emergency Night) EM 6-0020, FR 7-1087, JA 3-6470. PERSONNEL—Manager: R. D. Turnbull. Salesmen: Mike Baldivid, J. K. Price. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 1624 W. Independence Blvd, Charlotte. Telephone: FRanklin 5-6008-09. PERSONNEL—Owner: Phil Wicker. Manager: Dean Phillips. Office Manager: Henry Phillips. Shipping and Receiving: Bob Hawkins, Fred Massey. AREA SERVED: North and South Carolina, Southern Virginia.

*THEATRICAL ENGINEERING COMPANY, Rt. 2 Sherbrooke Rd., Charlotte. Telephone: EMerson 6-3557. PERSONNEL—Edw. A. Rosenblatt. AREA SERVED—North and South Carolina

*THEATRE EQUIPMENT COMPANY, 1220 E. Seventh St., Charlotte. Telephones: 5-8481-2-3. PERSONNEL—Manager: R. C. Saunders. Sound Engineer: Lewis Saunders.

WIL-KIN THEATRE SUPPLY, INC., 229 South Church St., Charlotte 2. Telephone: EDison 3-6101. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Branch Manager: J. C. Tipton. AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 215 E. Washington St., Greensboro, North Carolina. Telephones: 27-26165-27-26166 (Emergency Night) BR 2-7281, BR 3-2128. PERSONNEL—Owner: Phil Wicker. Manager: Lawson Rankin. Office Manager: Joe Humphries. Salesmen: Jim Barham, Jim Cox. Shipping & Receiving: Tommy Tench. AREA SERVED—North and South Carolina, Southern Virginia.

OHIO

JONES PROJECTOR COMPANY, 2727 6th Street, Cuyahoga Falls. Telephone WAlbridge 8-2480. PERSONNEL—President: Harry P. Jones. AREA SERVED—Northern Ohio, and Western Pennsylvania.

*MID-WEST THEATRE SUPPLY COMPANY, INC., 1639 Central Parkway, Cincinnati 10. Telephone: CHerry 1-7724. PERSONNEL—President: H. B. Snook. Vice President: T. M. Fisher. Installation Supervisor: E. N. Howe. AREA SERVED—Southern Ohio, Indiana, Kentucky, and West Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 1638 Central Parkway, Cincinnati 10. Telephones: MAin 1-6580-81. PERSONNEL—Manager: James A. Conn. Salesmen: E. N. Howe, T. M. Fisher. Office Manager: F. Pat Conn. Shipper: R. Hunt. AREA SERVED—Southern Ohio, Eastern Kentucky, Southern West Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 2142 Payne Ave., Cleveland 14. Telephones: PRospect 1-4613-4—(Emergency Night) WH 4-2257, CE 1-4885. PERSONNEL—Manager: M. H. Mutcler. Shipper: W. Van Dyke. AREA SERVED—Northern Ohio.

OHIO THEATRE SUPPLY COMPANY, 2108 rayne Ave., Cleveland 14. Telephones: PRospect 1-6545-46—(Emergency Night) LA-4-1557. PERSONNEL—Arnold Weiss, Nick Lubich. AREA SERVED—Cleveland Exchange Territory.

*DAYTON THEATRE SUPPLY COMPANY, 4679 Richwood Drive, Dayton 39. Telephone: Oxmore 0294. PERSONNEL—Owner and Manager: Charlie D. Wall. AREA SERVED—Southern Ohio, Northern Kentucky.

TOLEDO THEATRE SUPPLY COMPANY, 3916 Secor Road, Toledo 13. Telephones: GReenwood 9-7795—(Emergency Night) GReenwood 4-6995. PERSONNEL—General Manager: Brad H. Brockway. AREA SERVED: Cleveland Territory, Southeastern Michigan, Northeastern Indiana.

THEATRE EQUIPMENT COMPANY, 1206 Cherry St., Toledo 4. Telephones: CHerry 3-8106. PERSONNEL—Orville C. Wells, Harry M. Sheroian, Joan Yaqloski, Howie Forbs. AREA SERVED—Ohio, Indiana, Michigan.

OKLAHOMA

NATIONAL THEATRE SUPPLY COMPANY, 700 W. Grand Ave., Oklahoma City 2. Telephones: CE 2-0203—(Emergency Night) V 2-2466. PERSONNEL—Manager: Howard Nelson. AREA SERVED—Oklahoma and Panhandle of Texas.

OKLAHOMA THEATRE SUPPLY COMPANY, 628 W. Grand Ave., Oklahoma City 2. Telephones: CE 6-8691—(Emergency Night) JA 8-6813. PERSONNEL—Owners: J. Eldon Peek and Maxine Peek. Counter Man: Jess Bollman. AREA SERVED—Oklahoma, Panhandle of Texas, West Arkansas.

OREGON

*MOTION PICTURE ACCESSORIES COMPANY, Box 240, Dayton. Telephone: 6X13. PERSONNEL—Owner: James B. Dabney, Jr. AREA SERVED—Western and Coast States.

S. F. BURNS & COMPANY, INC., 915 N. W. 19th St., Portland. Telephone. CApitol 2-6437. PERSONNEL—Manager: La Vere Bell. AREA SERVED—Oregon, Washington, Idaho, Montana, Alaska.

B. F. SHEARER COMPANY, 1947 N. W. Kearney St., Portland 9. Telephones: CApitol 8-7543—(Emergency Night) BElmont 4-1406. PERSONNEL—Branch Manager: B. F. Shearer, Jr.. Counter Man: Dan Stitt. AREA SERVED—Oregon, Southern Idaho, Southern Washington.

PENNSYLVANIA

BLUMBERG BROTHERS, INC., 1305-07 Vine St., Philadel-

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phia 7. Telephones: LOmbard 3-7240-41—(Emergency Night) MOhawk 4-4920 or 4-5368. PERSONNEL—President: Irving Goldberg. Vice President: Leon Miller. Treasurer: Harry Blumberg. Secretary: Ben Blumberg. Service Men: Joe Haggerty (Night—GReenwood 3-9207), Leon Miller (Night—TRinity 7-1898), Irv Goldeberg (Night—MOhawk 4-5478). AREA SERVED—Pennsylvania, Delaware, New Jersey.

NATIONAL THEATRE SUPPLY COMPANY, 1310 Vine St., Philadelphia 7. Telephones: LOcust 7-6156-7—(Emergency Night) GReenwood 3-7678. PERSONNEL—Manager: William J. Hutchins. Salesmen: Mickey Lewis, Bud Miller. Shop Mechanic: Ed Humphry. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

SUPERIOR THEATRE EQUIPMENT COMPANY, 311 N. 13th St., Philadelphia 7. Telephone: LOcust 3-1420. PERSONNEL—President: Jack H. Greenberg. Product Sold: Lorraine Orlux Carbons. AREA SERVED—Eastern Pennsylvania, Southern New Jersey, Delaware.

ATLAS THEATRE SUPPLY COMPANY, 402 Miltenberger St., Pittsburgh 19. Telephones: GRant 1-4281—(Emergency Night) PE. 1-6330. PERSONNEL—President and Manager: Gordon O. Gibson. Salesman: James M. Gibson. AREA SERVED—Pittsburgh Film Territory.

NATIONAL THEATRE SUPPLY COMPANY, 84 Van Braam St., Pittsburgh 19. Telephone: GRant 1-4630. PERSONNEL—Manager: T. F. McCleary. Assistant Manager: H. W. Russell. Salesman: R. C. Dickey. Office Manager: Thelma Perry. Machinist: C. Rogal. AREA SERVED—Western Pennsylvania, Northern West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY COMPANY, 357 Westminster St., Providence. Telephone: MAnning 1-9052. PERSONNEL—Manager: H. F. Slater.

SOUTH CAROLINA

TRIO AMUSEMENT COMPANY, 229 North Main St., Box 394, Greenville. Telephone: 2-7111—(Emergency Night) 3-2193. PERSONNEL—Owner and Manager: Ed C. Curdts. General Manager: Fred S. Curdts.

SOUTH DAKOTA

AMERICAN THEATRE SUPPLY, 316 S. Main Ave., Sioux Falls. Telephones: ED 4-8661, ED 2-4188. PERSONNEL—Owner and Manager: E. Robbins. AREA SERVED—South Dakota, Southwestern Minnesota, Northwestern Iowa.

TENNESSEE

NATIONAL THEATRE SUPPLY COMPANY, 412-414 S. Second St., Memphis 2, Telephones: JAckson 5-6616-17-18—(Emergency Night) FAirfax 7-3975, GLendale 2-9731, BRoadway 6-3066, FAirfax 7-2389. PERSONNEL—Vice President: R. L. Bostick. Branch Manager: C. C. Bach. Salesman: C. E. Matthews. Service Engineers and Salesmen: O. D. Bland, G. C. Hale. Counter Salesman: J. R. Ferraris. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

*THEATRE AND EXHIBITORS SUPPLY COMPANY, 361 S. Second St., Memphis. Telephones: 5-8214—(Emergency Night) 34-1291. PERSONNEL—Kenneth E. Forster. AREA SERVED—Memphis Exchange Area.

TRI-STATE THEATRE SUPPLY COMPANY, 320 S. Second St., Memphis 3. Telephones: JA 5-8249—(Emergency Night) GL2-5269. PERSONNEL—Owner: Mrs. G. L. Mitchell. Manager: R. F. Blank. Products Sold: Century Projectors, and Complete Line of Theatre supplies. AREA SERVED—Arkansas, Northern Mississippi, Western Tennessee.

TEXAS

HARDIN THEATRE SUPPLY COMPANY, 714 S. Hampton Road, Dallas 8. Telephones: Whitehall 6-2235, 6-2232 (24 Hour Service.) PERSONNEL—Owner: J. H. Hardin. Manager: Joe Joseph. Salesmen: R. W. Pinkston, Joe Joseph. AREA SERVED: Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Colorado, Arizona.

HERBER THEATRE EQUIPMENT COMPANY, 408 S. Harwood St., Dallas 1. Telephone: RI 7-6568. PERSONNEL—Owner: E. P. Herber. Salesman: Ed Euler. Shop Foreman: J. M. Wilson. AREA SERVED—Texas, Louisiana, Oklahoma, New Mexico, and part of Mexico.

MODERN SALES & SERVICE, INC., 2200 Young Street, Dallas 1. Telephone: RI 7-3191. PERSONNEL—President: J. H. Elder. Vice-Presidents: C. C. Hoover and Charles McKinney. Sound Service Department Manager: J. C. Skinner AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY COMPANY, 300 S. Harwood St., Dallas 1. Telephones: RIverside 8-2135-36. (Emergency Night) FR 6-4584, TA 6-1785, FE 7-7272, TA 3-1192. PERSONNEL—Manager: J. I. Watkins. Assistant Manager: E. H. Cernosek. Salesmen: H. A. Moore, Sam. M. Berry. Counter Clerk: V. P. Lysek. Service Man: L. H. Walters. AREA SERVED—Texas.

EL PASO THEATRE EQUIPMENT COMPANY, 2804 Catnip Drive (P.O. Box 940), El Paso. Telephone: Lynwood 8-0884. (Day and Night). PERSONNEL—Owner: M. Joe Birdwell. Secretary: Rosalind Birdwell. Products Sold: All makes new and used theatre and concession equipment. AREA SERVED—West Texas, New Mexico, Arizona, Mexico.

SOUTHWESTERN THEATRE EQUIPMENT COMPANY, 1618 Austin Street, Houston 3. Telephone: CApitol 2-9906. PERSONNEL—President: Al Mortensen. Store Manager: Tom S. Vincent. AREA SERVED—Texas.

INDEPENDENT THEATRE SUPPLY, 2750 E. Houston, San Antonio 2. Telephone: Capitol 6-3508 (Day or Night)—PERSONNEL—Owner and Manager: R. A. Barron. Secretary: Mrs. R. A. Barron. AREA SERVED—Texas.

UTAH

INTER-MOUNTAIN THEATRE SUPPLY COMPANY, 264 E. First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: P. S. Guss. Salesman: L. Gerger. Products Sold: Motiograph and Ashcraft equipment, Leedhom Carpets.

WESTERN SOUND AND EQUIPMENT COMPANY, 264 East First South St., Salt Lake City 1. Telephone: EMpire 3-9974. PERSONNEL—Manager: Dale Blomquist. Salesman: L. Gerber. Products Sold: Century, RCA, and Strong equipment. Mohawk Carpets.

VIRGINIA

NORFOLK PHOTO AND MOVIE SUPPLY COMPANY, 4805 Powhattan Ave., Norfolk, Va. Telephones: MA 5-3818. PERSONNEL—Owner: Morris Ornoff. Store Manager: Robert L. M. Rainey.

PERDUE CINEMA SERVICE, 220 Eugene Drive, P.O. Box 671, Roanoke. Telephone: DI 3-9940. PERSONNEL—Manager: Roscoe E. Perdue. Salesman: Nat Tanner. AREA SERVED—Western Virginia.

WASHINGTON

AMERICAN THEATRE SUPPLY COMPANY, INC., 2300 First Ave., Seattle 1. Telephones: MA 4-4572, LA 2-6662. PERSONNEL—President: R. E. W. Fairleigh. Treasurer: A. L. Hansen Sales Manager: Richard Fairleigh. AREA SERVED—Pacific Northwest and California.

S. F. BURNS & COMPANY, INC., 2319 2nd Ave., Seattle 1. Telephones: MAin 4-2515—(Emergency Night) ATwater 3-1007, LAkeview 2-7823. PERSONNEL—Manager: S. F. Burns. Salesman: Lee W. Scott. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

B. F. SHEARER COMPANY, 2318 Second Ave., Seattle 1. Telephones: MAin 3-8247—(Emergency Night) EMerson 4-2233, LAkeview 2-5956. PERSONNEL—Executive Vice-President and Manager: T. L. Shearer. Theatre Sales: W. C. (Bill) Stahl. AREA SERVED—Montana, Washington, Panhandle of Idaho, Alaska.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY COMPANY, 506 Lee St., Charleston 21. Telephones: DI 44-413 (Emergency Night) 21-045. PERSONNEL—Owner and Manager: N. E. Merhie. Salesmen: Harold Moore, Ned Skaff. AREA SERVED—Southern W. Va., Ohio border, Kentucky, and Virginia.

LOVETT AND COMPANY, Box 1127, Clarksburg. Offices: U. S. 19, Weston. Telephones: Weston 1670—(Emergency Night) Clarkesburg MA 2-7822. PERSONNEL—General Manager: D. E. Lovett. Sales Representative: Gray Barker. Office Manager: Virginia Howell. AREA SERVED—West Virginia, Virginia, Maryland, Pennsylvania.

THEATRE SERVICE & SUPPLY CO., Box 1389 or 1019-10th St., Huntington. Telephones: Ph. JA 2-4043 or JA 3-6971. PERSONNEL—S. T. Gallimore, Mgr. Treasurer: P. J. Sheets. Sec.: Mrs. S. T. Gallimore. Service: Blain Gallimore. Products Sold: All types of theatre equipments, Spotlights—Stage curtains—35mm Sound Projectors—16mm Sound Projectors—Service shop for all types of 25mm and 16mm sound projectors.

WISCONSIN

VIC MANHARDT COMPANY, INC., 3131 W. Lisbon Ave., Milwaukee 8. Telephones: DIvision 2-8344-45—(Emergency Night) Bluemond 8-4935, HIlltop 5-0415. PERSONNEL—President: Victor R. Manhardt. Salesman: Elmer J. Engel. AREA SERVED—Milwaukee Film Territory, Northern Wisconsin, Upper Michigan.

NATIONAL THEATRE SUPPLY COMPANY, 1027 N. Eighth St., Milwaukee 3. Telephones: BRoadway 1-7333—(Emergency Night) HIlltop 5-7479, DIvision 2-8184, LIncoln 3-2405. PERSONNEL—Manager: A. J. Larsen. Office Manager: M. Anacker. AREA SERVED—Milwaukee Exchange Territory. Upper Michigan.

THE RAY SMITH COMPANY, 710 W. State St., Milwaukee 3. Telephones: BRoadway 1-2100—(Emergency Night) BRoadway 6-0579. PERSONNEL—Owner: Ray A. Smith. Service Man: Alex Zsebe. AREA SERVED—Wisconsin, Northern Michigan.

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MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna., U.S.A.

Supply Dealers of the Dominion of Canada

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ALBERTA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10939-82nd Ave., Edmonton. Telephone: HO 9-1588. PERSONNEL—Sales Service Representative: C. L. Johnson. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 731 10th Ave., S.W., Calgary. Telephone: AMherst 2-5012 PERSONNEL: Branch Manager: J. J. Zagol.

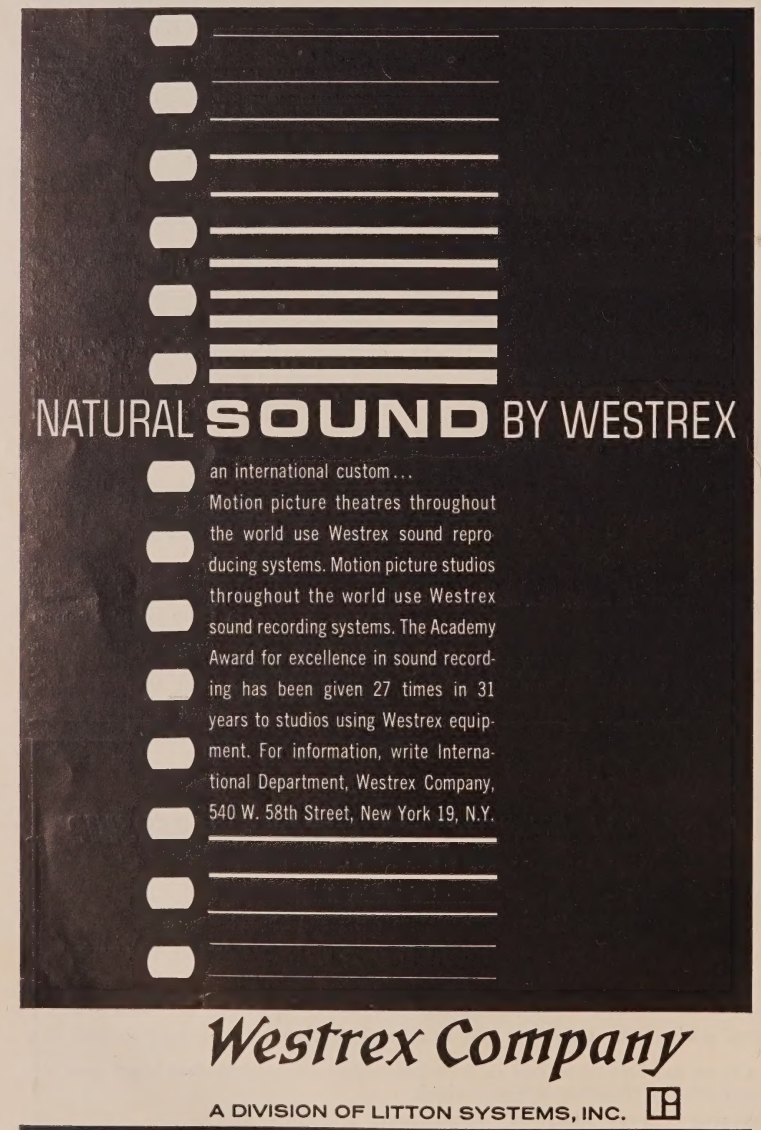
SHARP'S THEATRE SUPPLIES, LTD., 104 4th St. S. W., Calgary. Telephones: AM 2-4074, AM 2-7266, (Emergency Night) CH 3-0757, AY 9-7578. PERSONNEL—Manager: W. G. Sharp. Service Engineer: A. E. Sick. Salesman: D N. Rhodes. Products Sold: Complete theatre supplies, including Motiograph, Strong, National Carbon lines. AREA SERVED—Alberta, Saskatchewan, Eastern British Columbia.

M. L. ADAMSON, 9921—113th St., Edmonton.

J. M. RICE & CO., LTD., 10029 Jasper Ave., Edmonton Telephones: GA 2-8502—(Emergency Night) GL 5-7390. PERSONNEL:—District Manager: Charles Carphin. General Manager: Mrs. Charles Carphin. Products Sold: Complete 35mm and 16mm theatre equipment. National carbons. Strong arc lamps. Stage lighting equipment. New and used theatre chairs. Concession supplies. AREA SERVED—Alberta, Western Saskatchewan, Northwest Territories, Eastern British Columbia.

BRITISH COLUMBIA

*DOMINION THEATRE EQUIPMENT CO., LTD., 847 Davie St., Vancouver. Telephone: MU 5-6634.—(Emergency Night) RE 8-3211. PERSONNEL—President: D. V. K. Fairleigh. Sales: R. E. Fairleigh. AREA SERVED—Western Canada, Yukon Territory.



GENERAL SOUND & THEATRE EQUIPMENT, LTD., 2158 West 12th Ave., Vancouver. Telephone: RE 6-5506. PERSONNEL— District Manager: Ray Townsend. Sales: Lou Sass. AREA SERVED—British Columbia.

LA SALLE RECREATIONS, LTD. (Theatre Chair Carpet & Linoleum Div.), 945 Granville St., Vancouver. Telephones: MU 5-5034, MU 5-5428—(Emergency Night) RE 3-3929. PERSONNEL—President and Managing Director: S. A. Lechtzier. Vice-President: M. R. Lechtzer. AREA SERVED—Entire Dominion of Canada.

THEATRE EQUIPMENT SUPPLY CO. New Film Exchange Bldg., 2182 W. 12th Ave., Vancouver. Telephones: REgent 8-2421. (Emergency Night) AMherst 6-5118. PERSONNEL—Owner: H. I. Howard. Counter Man: E. R. Petch. AREA SERVED—British Columbia, Alberta, Yukon.

MANITOBA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 102, 313 Donald St., Winnipeg. Telephone: WHitehall 2-5795. PERSONNEL—District Manager: W. R. Mann. Sales: W. M. Tulloch. Service: M. Demytrie. AREA SERVED:Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

J. M. RICE & CO., LTD., 430 Kensington St., Winnipeg 21. Telephones: TU 8-7987—(Emergency Night VE 2-2492. PERSONNEL—President: J. M. Rice. General Manager: J. L. Rice. Sound Engineer: H. E. Kinnear. Salesman: W. Leckie. AREA SERVED—Manitoba, Eastern Saskatchewan, Western Ontario.

NOVA SCOTIA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 166 Hollis St., Halifax. Telephone: 422-4538. PERSONNEL—Branch Manager: G. J. Gilbert. Service and Sales: W. Orr. AREA SERVED—Maritime Provines.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 93 Prince William St., St. John, N.B. Telephone: OXford 3-2819. PERSONNEL—District Manager: Cecil L. Johnston. AREA SERVED—Maritime Provinces.

ONTARIO

GENERAL SOUND & THEATRE EQUIPMENT, LTD. (Head Office) 861 Bay St., Toronto 5. Telephone: WA 5-3871. PERSONNEL—President: Lloyd C. Pearson. Vice-President: Andrew G. Rouse. Secretary: Angus MacCunn. Treasurer: Ralph B. M. Shaw. Merchandise Manager: Walter Raps. Supervisor Theatre Sound & Projection: W. K. Reason. Ontario District Manager: W. Walterhouse. Sales and Service Inspectors: Eric A. Grant, London, Ont., Norman Smith, Hamilton, and Andrew Bridger, Timmons. AREA SERVED—Ontario except Ottawa Valley and Lakehead. Products sold in all branches: Simplex Sound & projection equipment, Century Sound & projection equipment, Gaumont-Kalee equipment, Altec Sound Systems, Dukane Sound Systems, Northern Electric Sound Systems.

THE ROBERT SIMPSON COMPANY LTD., Contract Division, 45 Richmond Street West, Toronto 1. PERSONNEL—General Manager ,All Branches: L. E. Wicklum. Assistant General Manager: R. H. Dickson. Western Branch Manager: W. C. Clarkson: Salesmen: E. W. Bryant, Toronto; S. S. Murphy, Halifax; M. Girard, Montreal; J. C. G. Hood, Winnipeg; R. Boechler, Regina; H. Krahn, Saskatoon; R. A. Harris, Edmonton; D. Patrick, Calgary; W. C. Clarkson, Vancouver.

STRAND ELECTRIC & ENGINEERING COMPANY, LTD., 755 Yonge St., Toronto. Telephone: WAlnut 5-5108. Products Sold. Lighting Equipment and Dimmer Control Systems, Draperies and Rigging.

OTTAWA

GENERAL SOUND & THEATRE, LTD., 10 Bristol Ave., Ottawa 1. Telephone: CEntral 4-3571. PERSONNEL—Service and Sales: J. Hewson.

QUEBEC

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 160 Bates Road, Montreal 26, P.Q. Telephones: REgent 9-6381. PERSONNEL—Eastern Division Manager: A. D. Turnbull. Sales: J. Bermingham, Victor Rich. Technicians: J. J. Killcullen, P. Gaillard, J. G. Cote, L. Boulanger. Quebec Office, 3226 Milleret St., Quebec 10, P.Q. Telephone: 653-7333. Branch Manager: C. Goudreault. AREA SERVED—Provinces of Quebec and Ottawa Valley.

RCA VICTOR COMPANY, LTD., 1001 Lenior Street, Montreal 30. Telephone: WEllington 3-7551. PERSONNEL—President: J. D. Houlding. Vice President, Consumer Products: G. L. Mansour. Vice-President, Technical Products; J. Sutherland. Products Sold: 16mm movie projectors, sound equipment, closed-circuit TV. AREA SERVED: Branch offices in Halifax, Quebec, Montreal (Royalmount), Ottawa, Toronto, Winnipeg, Calgary, Edmonton, Vancouver. Distributors: A. A. Murphy & Sons, Saskatoon, Sask., W. Ouellet et Fils, Rimouski, Quebec.

SASKATCHEWAN

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 5-2614 Sixth Ave. Regina. Telephone: JOrdan 8-3800. PERSONNEL—Branch Manager: L. G. Kiefer. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

Supply Dealers of the Rest of the World

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ADEN

A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGANISTAN FOUNDATION, Shar-i-Now, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, 47 Rue Michelet, Algiers. Products Sold: Westrex Corporation line. AREA SERVED—Algeria and Morocco.

ARABIA

GHARABALLY LTD. (Elect. Division) P.O. Box 136, Kuwait. Telephone: 242/3. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

SALEH JAMEL AND COMPANY, LTD., Kuwait. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

ARGENTINA

CIA COMERCIAL CONDOR, S.A., Sarmiento 2149, Buenos Aires, Argentina. Products Sold: National Theatre Supply Company Line.

CONSELEC S.A.I.C.I.Y., F. Hipolito Yrigoyen, 676, Buenos Aires. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS ARGENTINA, S.A., Cailla de Correo 3479, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR ARGENTINA, P. O. Box 4400, Bme. Mitre 1961, Buenos Aires. Products Sold: Theatre and Sound Equipment, Sound Recording Equipment, Theatre Television.

SOCIEDAD ARGENTINA DE IMPORTACION E.M. ETCHEGOIN, Maipu 639-641, Buenos Aires. Products Sold: Gaumont-Kalee line.

WESTREX ELECTRONICA, S.A., Uruguay 768, Buenos Aires. Products Sold: Westrex Corporation line. AREA SERVED—Argentina, Paraguay, Uruguay.

AUSTRALIA

WESTREX AUSTRALIA PTY., LTD., Head Office of Area: Broughton House, 181 Clarence St., Sydney, New South Wales. PERSONNEL—Manager: P. J. Buck. Products Sold: Westrex Corporation line. AREA SERVED—Australia.

WESTREX AUSTRALIA PTY., LTD., 86 Astor Terrace, Brisbane, Queensland. Products Sold: Westrex Corporation line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 70A Stanley St., S. Brisbane, Queensland. Products Sold: Westrex Corporation line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 321 William St., Melbourne, Victoria. Products Sold: Westrex Corporation line. AREA SERVED—State of Victoria.

GAUMONT-KALEE THEATRE SUPPLIES, 178-A Flinders St., Melbourne C.1., Victoria. Telephones: MF 2935, MF 2936. Products Sold: Gaumont-Kalee, Raycophone and Cinemeccanica. AREA SERVED—Victoria.

WESTREX AUSTRALIA PTY., LTD., 24 Hunter St., Newcastle, New South Wales. Products Sold: Westrex Corporation line. AREA SERVED—State of New South Wales.

CONSOLIDATED THEATRES PTY., LTD., W.A.T.C. Building, 1 Howard St., Perth, Western Australia. Telephone: BF 2222-2322. PERSONNEL—Managing Director: R. A. Yelland. Secretary: I. E. Furby. Products Sold: Theatre Seats, Equipment.

WESTREX AUSTRALIA PTY., LTD., 447 Murray St., Perth, West Australia. Products Sold: Westrex Corporation line. AREA SERVED—State of West Australia.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

NATIONAL THEATRE SUPPLY COMPANY OF AUSTRALASIA, PTY., LTD., Film House, 251A Pitt St., Sydney, New South Wales. Cable Address: Vitavox—Sydney. Telephone: BO663. PERSONNEL—General Manager: A. L. Graham. General Sales Manager: R. C. Smith. Products Sold: Gaumont-Kalee. AREA SERVED—Australia, Tasmania.

RAYMAC SUPPLIES PTY., LTD., 230 and 270 Elizabeth St., P. O. Box 3787, G. P. O. Sydney, New South Wales. PERSONNEL—Managing Director: R. E. McIntosh Products Sold: Raymac Theatre and Sound Equipment, sole Australian agent for Lorraine Carbons, sole Austrailian agent for "Ideal" German Screens. AREA SERVED—Australia, Pacific Isles, Malaya, Ceylon.

RCA of AUSTRALIA, PTY., LTD., 221 Elizabeth St., Sydney, New South Wales. Products Sold: Theatre and Sound Equipment.

STRAND ELECTRIC AUSTRALIA, PTY., LTD., 2112 Graham St., Port Melbourne, Victoria. Telephone: 64-1267. Products Sold: Lighting equipment & dimmer control systems. AREA SERVED—Australia.

AUSTRIA

LUDWIG PANI, Kandlgasse 23, Vienna VII/63. Telephone: B36.2.34. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS, G.M.B.H., Schwarzenbergplatz 2, Vienna I. Products Sold: Philips Projection and Sound Equipment.

E. SCHRACK ELEKTRIZITATS A. G., Pottendorferstrasse 25-27, Vienna XII/87. Products Sold: RCA Cinema Equipment, 35 mm, 16mm. AREA SERVED—Austria.

SIEMANS UND HALSKE, Neubaugasse I, Vienna, Austria. Products Sold: Philips Projection Equipment.

BELGIAN CONGO

PHILIPS CONGO, S.C.R.L., Leopoldville. Products Sold: Philips Projection and Sound Equipment.

BELGIUM

ADB-ETS ADRIEN DE BACKER S.A., 275 Chaussée De Louvain, Zaventem. Telephone: 59.70.11. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems. AREA SERVED—Belgium, Belgium Congo, and Luxembourg.

BRITISH EQUIPMENT, S. A., 199 Rue Royale, Brussels. Telephones: 17.78.16, 17.39.17. PERSONNEL—Managing Director: Capt. R. H. Eliot, M.C. Technical Department: Pierre Koob. General Sales: Michael Cledes. 35mm. Sales. Maurice De Cuyper. Products Sold: Gaumont-Kalee, Bell and Howell, Ship Cinema Carbons. AREA SERVED—Belgium, Belgian Congo, Luxembourg.

BROCKLISS SIMPLEX, S.A., 211 Rue Royale, Brussels. Products Sold: National Theatre Supply Company line. AREA SERVED—Belgium, Luxembourg.

FIBROCIT, 26 Rue Masui, Brussels. Products Sold: Theatre Seats.

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Brussels. Products Sold: Philips Projection and Sound Equipment.

SOCIETE ANONYME INTERNATIONALE DE TELEGRAPHIE SANS FIL, 25 Boulevard du Regent, Brussels. Product Sold: RCA Cinema Equipment, 16mm and 35mm. AREA SERVED—Belgium, Republic of the Congo, Ruande-Urundi.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold. RCA Theatre and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, Place des 38, Rio de Janeiro. Products Sold: Westrex Corporation line. AREA SERVED—Belgium and Luxembourg.

BERMUDA

BERMUDA ELECTRIC LIGHT COMPANY, LTD., Reir St., Hamilton. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company line.

BURNABY, LTD., Victoria Street, Hamilton. Products Sold: RCA Cinema Equipment, 16mm and 35 mm.

BOLIVIA

COMMERCIO INDUSTRIAL BOLIVIANA, S.A. Casilla de Correo 1867, 2670, La Paz. Products Sold: Gaumont-Kalee line.

'INCATUR' S.A., Casilla Correo, 460. La Paz. Products Sold: Strand Company—Lighting Equipment and Dimmer Controls Systems.

PHILIPS SUDAMERICAN, S.A., Cajon Postal 2964 La Paz, Boliva. Products Sold: Philips Projection and Sound Equipment.

S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

BRAZIL

CINE-TELEVISAO, S.A., Rua Dr. Flores 197, Porto Alegre. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

IMPORTACAO E COMERCIO DE MATERIAIS Cinematograficos Simplex Ltda., Rua de Triunfo 120 Sao Paulo, Brazil National Theatre Supply Company Line.

INDUSTRIA NACIONAL DE LUBRIFICANTES, 'INAL' S/A. Rua Barao De Paranapiacaba 40, 9º Andar, Sao Paulo. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

TECNICO COMERCIAL GATIO, LTDA., Rua Concordia 668, Recife. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2º P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Gaumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK, Import-Export, Rua Mexico 11/202, Rio de Janeiro. P.O. Box 5124. Telephones 52-1672, 52-1473. Telegrams: "Rioblack." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

RCA VICTOR RADIO, S.A., Caixa Postal 2726, Rio de Janeiro. PERSONNEL—Theatre Dept. Mgr.: J. Wasser. Products Sold: Theatre and Sound Equipment. Branches: S. Paulo, Recife, Porto Alegre, Belo Horizonte.

WESTREX COMPANY, BRAZIL, Rau Juan Pablo, Duarte 38, Dio de Janeiro. Products Sold: Westrex Corporation line. AREA SERVED—Brazil.

COMPANHIA BLACK, Import-Export, Rua Conselheiro Nebias 263, 2 Andar, Sao Paulo. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

S. A. PHILIPS DO BRAZIL, Caixa Postal 8681, Sao Paulo. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY,, BRAZIL, Rua dos Guaianazes #153, Sao Paulo. Products Sold: Westrex Corporation line. AREA SERVED—Sao Paulo District.

EDITOR'S NOTE

Every effort has been made by the staff of THEATRE CATALOG to make the following listings of foreign supply dealers as accurate and up-to-date as possible. However, it has not been possible to achieve a high degree of uniformity in the entries.

With the assistance of the international manufacturers and distributors, we have been able to secure exceptionally detailed information about their outlets. Other dealer listings which have not been verified specifically for this Edition are indicated by an asterisk (*).

BRITISH EAST AFRICA

TWENTSCHE OVERSEAS TRADING COMPANY, LTD., Nairobi, Tanga, Mombasa, Kampala, Dar-es-Salaam, Zanzibar. Products Sold: Philips Projection and Sound Equipment.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetown (Demerara). Products Sold: Philips Projection and Sound Equipment.

CHAS. W. NASCIMENTO, 308 Murray St., Georgetown. Products Sold: Complete Sound & Projection Supplies & Service.

CARL VAN STERTIMA, Georgetown. Products Sold: Westrex Corporation line.

WIETING AND RICHTER, LTD., 40 Mundy Street, Georgetown (Demerara). Products Sold: Gaumont-Kalee line. Personel Engineer: Chas. W. Nascimento

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Colony of British Honduras.

BRITISH NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

BURMA

CINE SUPPLY COMPANY, 264 Barr St., Rangoon. Telephone: South 546. PERSONNEL—Managing Partner: Vijay Kumar. Products Sold: RCA Theatre and Sound Equipment, Ross Projectors, Premier accessories. COUNTRY SERVED—Union of Burma.

G. K. THEATRE SUPPLY COMPANY, LTD., 123 Sule Pagoda, Rangoon. Telephone: S-653. Products Sold: Gaumont-Kalee, Typhoon Air Conditioning Units, Bell and Howell. AREA SERVED—Union of Burma.

TRADING COMPANY LATE HEGT AND COMPANY, LTD., 36, Barr St., P.O. Box 200, Rangoon. Products Sold: Philips Projection and Sound Equipment.

Y. M. JEE WA & COMPANY, 261 Mogul St., Rangoon. Telephone: MYona 86. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P. O. Box 89, Colombo. Products Sold: RCA Cinema Equipment, 16mm.

CEYLON THEATRES, LTD., 8 Parsons Road, Colombo.

PERSONNEL—Chairman: Sir Chittampalam A. Gardiner. Products Sold: Gaumont-Kalee, Bell and Howell, Kershaws.

UNITED ELECTRICALS LTD., P.O. Box 681, Yahala Building, Staples St., Colombo. Telephone: 5496. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

WESTREX COMPANY, INDIA, Iceland Buildings, Galle Road, Colombo 3. Products Sold: Westrex Corporation line. AREA SERVED—Ceylon

CHILE

CORPORACION DE RADIO DE CHILE, S.A., Casilla 1407, Santiago. Products Sold: RCA Theatre and Sound Equipment.

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ANDEAN, Edificio Sud America, Bandera Esquina Augustinas, Santiago. Products Sold: Westrex Corporation line. AREA SERVED—Chile.

CHINA (FORMOSA)

FAR EASTERN COMPANY, No. 6 Nanyang Street, Taipei, Taiwan. PERSONNEL—Manager: S. L. Woe. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

CHARLES S. JOE, International House, Section 3, Hsin Yee Road, Taipei. Products Sold: Westrex Corporation line. AREA SERVED—Formosa.

COLOMBIA

CINE COLOMBIA, S.A., Medellin. Products Sold: Gaumont-Kalee line.

J. GLOTTMANN, S.A., Carrera 13 #24-15, Bogota. PERSONNEL—President: Jack Glottmann. Products Sold: RCA Theatre and Sound Equipment.
National Theatre Supply Co. de Colombia Ltda., Carrera 9A No. 2395, Bogota, D.E., Colombia. Products Sold: National Theatre Supply Company line.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, Carrera 5A, No. 19-40, Bogota. Products Sold: Westrex Corporation line. AREA SERVED—Columbia.

WIGHTMAN & COMPANY, LTDA., Apartado Aereo 808, Mendellin. Telephone: 115-50. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PAN AMERICAN TRADING COMPANY, LTD., Apartado 2018, San Jose. PERSONNEL—Owner and Manager: Francisco Pena. Products Sold: National Theatre Supply Company line. AREA SERVED—Nicaragua, Guatemala, Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment.
JOSE RAVENTOS, Apartado 1147, San Jose. Products Sold: RCA Theatre and Sound Equipment.

*DOMINGO VARGAS A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CYPRUS

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

A. Y. TILBIAN & SONS (Fotokine, Ltd.), P. O. Box 266, Nicosia. Products Sold: Gaumont-Kalee line.

DENMARK

BANG & OLUFSON, A.S., Alhambravej 5, Copenhagan V. Telephone: Hilda 1991. Products Sold: Philips Projection Equipment.

NORDISK KINOTEKNIK A/S, Borgergade 10, Copenhagen K. Telephone: Central 8989. Products Sold: Gaumont-Kalee, Ship Carbons, Stage Lighting Equipment, Seats, Cinemeccanica.

WESTREX COMPANY, A/S, Vesterport 481, Copenhagen. Telephone: Central 5598. Products Sold: Westrex Corporation line. AREA SERVED—Denmark.

DOMINICAN REPUBLIC

CLAUDIO FERNANDEZ, Apartado 826, Ciudad Trujillo. Products Sold: RCA Theatre and Sound Equipment.

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Ciudad Trujillo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Santo Domingo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

ELECTRONICA, S.A., Apartado 3509, Guayaquil. PERSONNEL—Owner and Director: Luigi Rota. Manager: Emilio Bini. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment AREA SERVED—Coast Zone of Ecuador.

PHILIPS ECUADOR, S.A., Casilla 2367, Quito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDAD RADIOTECNICA ECUATORIANA, Apartado 414, Quito. PERSONNEL—Owner and Director: Luigi Rota. Managers: Ing. Igilio Perotti, Lic. Fabián Bucheli. Products Sold: National Theatre Company Supply line and RCA Theatre and Sound Equipment. AREA SERVED—Ecuador.

EGYPT

(See UNITED ARAB REPUBLIC)

ETHIOPIA

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

FEDERATION OF MALAYA

(See SINGAPORE)

FINLAND

*G. W. BERG AND COMPANY, 14 Fabiansgatan, Helsinki.

PARVIS FILMI, P. O. Box 279, Helsinki. Products Sold: Gaumont-Kalee line.

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FORMOSA

(See CHINA)

FRANCE

(See Separate Entry for ALGERIA)

BROCKLISS SIMPLEX, S.A., 295 Cours de la Somme, Bordeaux. Products Sold: National Theatre Supply Company line.

BROCKLISS SIMPLEX, S.A., 102 La Canebiere, Marseille. Manager: Henri Barody. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, FRANCE - BELGIUM, 3 Cours Joseph Thiedry, Marseille. Products Sold: Westrex Corporation line. AREA SERVED—Southern France.

BROCKLISS SIMPLEX, S.A., 6 Rue Guillaume Tell, Paris 17. Head Office. PERSONNEL—General Manager: Albert Gillet. Branches: Bordeaux, Marseilles, Lille, France; Brussels, Belgium. Agents: Algiers, Algeria; Casablanca, Morocco; Bienne, Switzerland. Products Sold: National Theatre Supply Company line. AREA SERVED—France, French Colonies, Switzerland, Belgium.

S. A. PHILIPS ECLAIRAGE ET RADIO, 162, Rue St. Charles, Paris 15. Products Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—General Mgr: J. Ottoz. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France, Belgium, and the U.S.

SPECIALTIES TIRANTY, S.A., 106-108 Boulevard Hausman, Paris. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

WESTREX COMPANY, FRANCE-BELGIUM, Head Office of AREA: 120 Avenue des Champs Elysees, Paris. Products Sold: Westrex Corporation line. AREA SERVED—France, North Africa.

GERMANY

DEUTSCHE PHILIPS Gm.b.H., Mönckebergstrasse 7 (24a) Hamburg 1. Products Sold: Philips Projection and Sound Equipment.

GEORGE HEINECKE, Tengstrasse 15, Munich 13. Products Sold: RCA Cinema Equipment, 16mm.

GHANA

SOCIETE COMMERCIALE DE L'OUEST-AFRICAIN, Accra. Products Sold: Philips Projection and Sound Equipment.

GREAT BRITAIN

North (Incl. Northern Ireland)

A. BUCKLEY, "Wheatcroft," Purlwell Lane, Batley, Yorkshire. Telephones: Batley 431, Morley 902. Products Sold: Zippa and Branson Change-overs; exporter of new and used theatre equipment.

*AUTOMATICKET, LTD., 29-31 Ocean Buildings, Donegal Street East, Belfast. Telephone: Belfast 23936. Products Sold: Tickets, Ticket Issuing and Recording Machines.

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*BTH SOUND EQUIPMENT, LTD., 10 Hospital Street, Birmingham. Products Sold: BTH Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

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*BTH SOUND EQUIPMENT, LTD., 67 Britannia House, Leeds. Products Sold: BTH Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

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*THE CINE AGENCY (INDIA), 16 New Queen's Road Bombay 4. Products Sold: Zeiss Ikon, Stuttgart 35 and 16mm. Cinema and Sound Projectors and Accessories.

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*EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27553. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—All of India.

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P. T. RALIN, 34-38 Djalin Modjopahit, Djakarta, Indonesia. Products Sold: Philips Sound and Projection Equipment.

WESTREX COMPANY, ASIA, Pegangsaan Timur 19A, Djakarta 111/21. Products Sold: Westrex Corporation line. AREA SERVED—Indonesia—Manager: E. G. Dwarte.

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FIROOZ TRADING COMPANY, P. O. 1015, Teheran. Products Sold: Philips 16mm. Sound Film and Projection Equipment.

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